



# EDUVENTURES

## ATTENDEE BIOGRAPHIES

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### **TOM ABOGOBAL**

*Vice President, Global Sales*  
**eCornell**

Mr. Abogabal brings 10+ years of experience in the training & consulting industries. He joined eCornell in March 2003 with extensive expertise in sales & business development in the public and private sector working with Fortune 500 Companies.

### **PAUL ADAMO**

*Vice President of College Advancement*  
**SUNY Oneonta**

BA SUNY Oneonta  
MA Empire State College  
Member, CASE and AFP  
Certified Fund Raising Professional

### **NICOLE M. ALBO, CDA, MHPE**

*Associate Dean of Instruction*  
**Rio Salado College**

Nicole M. Albo is the Interim Dean of Academic Affairs at Rio Salado College. She previously served as Associate Dean of Instruction and Allied Health and as the Clinical Dental Assisting Program Faculty Chair. Albo is a product of the community college system, starting her education at Spokane Community College with a certificate of completion in Dental Assisting. She obtained a Masters of Health Professions Education from Midwestern University and is currently working on completing her Ed.D. in Educational Leadership with Northern Arizona University.

### **DR. KATHY ANGELETTI**

*Assistant Dean for Administration, Planning and Assessment*  
**University of Maryland – College Park**

Kathy Angeletti is the Assistant Dean for Administration, Planning and Assessment in the College of Education responsible for student services, educational technology services, and assessment and accreditation efforts in the College. Prior to that, she served as the Assistant Dean for Student Services and Assessment responsible for the coordination of all student services in the College of Education, including recruitment, admissions, advising, registration, and student retention programs. Angeletti serves as the College's NCATE Coordinator and as the Education representative to the Provost's Commission on Learning Outcomes Assessment College Coordinators Group, which coordinates Middle States learning outcomes assessment and reporting. She received her bachelor's degree in elementary and special education, her master's in Counseling and Personnel Services - College Student Personnel, and her doctorate in Higher Education Administration from the University of Maryland, College Park.

### **DR. TAI ARNOLD**

*Assistant Vice President*  
**SUNY Empire State College**

Dr. Arnold leads new and revised academic program development through internal and external consultation, design, and approval; manages processes for program accreditation; and is developing processes for academic program review. She recently launched an academic planning process at her college and was awarded a SUNY Provost Fellowship. Her professional interests include adult learning

and prior learning assessment, as well as educational policy. Dr. Arnold received her BA in psychology, MA in student development in higher education and PhD in education (adult learning and higher education) from American University in Washington, DC.

**RHONDA ARSENAULT**

*Associate Vice President for Advancement*  
**Virginia Tech**

Rhonda Arsenault joined Virginia Tech in 2001 as the Assistant Vice President for Advancement Services and was promoted to Associate Vice President in 2005. In that role, she oversees a number of service areas critical to the smooth operation of University Development, including Budget, Human Resources, Training, Special Events, Development Research, Donor Relations, Gift Accounting, Information Systems, System Administration & Technology Support, and Annual Giving. Rhonda has worked in the development profession since 1993. Prior to joining Virginia Tech, she spent seven years at the University of Illinois at Urbana-Champaign (UIUC) in a variety of positions. She received her bachelor's degree in rhetoric followed by a master's degree in journalism, both from UIUC.

**JANE ASHDOWN**

*Dean, School of Education*  
**Adelphi University**

Currently serving as dean of the Ruth S. Ammon School of Education at Adelphi University on Long Island, NY. Formerly with New York University and the City University of New York with leadership responsibilities in teacher education, teacher professional development, and early literacy intervention.

**DR. SUSAN AYRES**

*Associate Dean*  
**North Georgia College & State University**

Dr. Brandenburg - Ayres is Associate Dean for Assessment in the School of Education at North Georgia College and State University. Dr. Brandenburg - Ayres research interests include assessment of teacher effectiveness, program evaluation and preparation of teachers to work with students at risk.

**GEOFFREY BANNISTER**

*President*  
**Hawaii Pacific University**

Fourth President of Hawai'i Pacific University, Hawaii's largest comprehensive, independent university with approximately 8500 students from the US and over 100 nations worldwide. Previously President of Schiller International University, President of Cultural Experiences Abroad, and founding President of The Forum on Education Abroad. He was also the 17th President of Butler University in Indianapolis, Indiana from 1989 to 2000. Prior to that he was Dean of Arts and Sciences at Boston University. Born in the United Kingdom, raised in New Zealand, received his Ph.D. in geography from the University of Toronto, Canada in 1974, and became a U.S. citizen on July 4, 1989. Married to Jerri Ross, proud father of Kate and grandfather to Sophia and Carter.

**MARK BARRETT**

*Dean of Admissions*  
**Merrimack College**

Over 10 years experience in EM, specifically in growing applications and increasing selectivity. In seven years at the University of Indianapolis increased applications 111%. In only one year at Merrimack College increase applications by 47%.

**DAN BARTELL**

*Vice President of Sales*  
**Pearson**

Since May 2004, Dan Bartell has been the Vice President of Sales for Pearson Higher Education Institutional Sales. In this role, he created and leads a team focused on establishing business partnerships sponsored by Executive Leaders of colleges and universities. This team represents all Pearson content, services, and technology to provide a more holistic response to the critical challenges identified by policy makers and senior leadership in higher education. His twenty years of experience in the higher education course materials and instructional technology marketplace crosses sales and marketing; technology and related services; editorial and curriculum services; and implementation and fulfillment of products and services. This experience provides the background necessary to identify the new partnerships, new business models, and more efficient relationships needed to address the key teaching and learning challenges and opportunities in higher education. Dan Bartell spent his first four years in higher education at the University of California, studying Philosophy.

**JOYCE K. BECKER**

*Dean, School of Graduate and Professional Studies*  
**Stevenson University**

Joyce K. Becker has a J.D. from the University of Maryland School of Law. In 2005 she was appointed Dean of the School of Graduate and Professional Studies at Stevenson University. She currently serves as the Education Consultant to the American Bar Association's Standing Committee on Paralegals. She is a frequent speaker on paralegal education issues, has been recognized as one of Maryland's Top 100 Women, and is the recipient of the Innovator of the Year Award from The Maryland Daily Record for her leadership in developing the online Master's Degree in Forensic Studies.

**DR. APRIL BEDFORD**

*Interim Dean of Education*  
**University of New Orleans**

April Whatley Bedford, Ph.D. became the Interim Dean of the College of Education and Human Development in November 2010. She is a professor in the Department of Curriculum and Instruction and was Chair of that department from 2006 to 2010. She teaches courses in elementary literacy, curriculum, and qualitative research methods and works extensively with doctoral students. Dr. Bedford's professional interests include literacy, children's literature, and narrative research. She is a past editor of the Journal of Children's Literature; the chair of the 2008 Notable Books for a Global Society committee; past president of the Children's Literature and Reading Special Interest Group of the International Reading Association; board member of the Children's Literature Assembly of the National Council of Teachers of English; incoming chair of the Notable Children's Books in the Language Arts committee; and a member of the publications committee of the Association for Childhood Education International.

**LEAH BEN-AMI**

*Assistant Director, Graduate Campuses and Quality Assurance*  
**Northeastern University**

Leah Ben-Ami has been working for Northeastern University since 2006, and is currently the Assistant Director for Graduate Campuses & Quality Assurance at Northeastern University. Her role is centered around supporting the Graduate Campus locations and the Steering Committee, which includes project management, state authorization, and marketing. She graduated from the Northeastern University MBA program in 2010, and from Boston College in 2006 with a BA in Sociology. From 2009-2012 she was also Vice President of Phinney's Friends, a 100% volunteer supported non-profit dedicated to helping low-income individuals with disabling illnesses or other hardships maintain the bond with their companion animals by providing assistance with everyday pet care.

**GINNY BENEKE**

*Vice Chancellor for Marketing*  
**National University**

Virginia Beneke is Vice Chancellor for Marketing at National University Systems. Ms. Beneke joined National University in July 2005 as Vice President for Regional Operations and Marketing. With more than 30 years of experience in sales and marketing, business management and development, and strategic planning in the technology industry, she has enjoyed successful careers with AT&T/Lucent, Exxon Office Systems, and Xerox. She also served as Vice President of Marketing at M7 Networks in London, England. Ms. Beneke earned a bachelor's degree in business administration at Bowling Green State University and a master's degree in marketing from George Washington University. She has also completed the executive management program at the Wharton School of Business.

**DR. GIANMARIO BESANA**

*Associate Vice President for Academic Technology and Distance Learning*  
**DePaul University**

Dr. Gian Mario Besana earned his Ph.D. in Mathematics from the University of Notre Dame, Notre Dame, Indiana in May 1992. He received a Master's degree in Mathematics from the Università degli Studi di Milano, Milano, Italy in November, 1987. He has published over 25 articles and book chapters primarily in the field of algebraic geometry and its application to computer vision. He has been a faculty member at Notre Dame, Oklahoma State University, University of Wisconsin, Eastern Michigan University, Indiana University, and DePaul University. Since July 2007, Dr. Besana has worked as Associate Vice President for Online Learning and Internationalization. In this capacity he created and oversees a university wide initiative to promote online and blended learning across disciplines. Faculty training, incentives, support, and quality control are central to this strategy. He also led a university wide project to implement online course evaluations at DePaul.

While at DePaul University, Dr. Besana received the Hewlett Packard Technology for Teaching Grant (2007); the Vincent DePaul Professorship (2006); Excellence in Public Service Award (2006); and Excellence in Teaching Award (2005).

**KRIS BIESINGER**

*Education Specialist*  
**University of Georgia**

Recently retired from the University System of Georgia, Kris Biesinger is helping the University of Georgia to expand its distance education portfolio particularly in support of one of its strategic goals to increase graduate student enrollment. Before joining UGA, Kris served as the Associate Vice Chancellor for IT Services at the System Office where she had responsibility for several departments including instructional technology, library services, resource management, support services and budget. During her tenure GeorgiaONmyLINE, a portal containing the online course and program offerings of the 35 System institutions, deployed as an easy way for students to locate educational offerings of interest. She holds a bachelor's degree from the University of Delaware and two graduate degrees from the University of Georgia.

**KEVIN P. BILDER**

*Director of Institutional Advancement*  
**Rio Salado College**

Kevin P. Bilder, director of Institutional Advancement at Rio Salado College, holds a master's degree in educational leadership from Northern Arizona University and has 12 years of experience in higher education marketing management and planning for the largest public online community college in the nation. The college serves more than 70,000 students annually with more than 43,000 students online. It has been recognized as one of the fastest growing community colleges in the U.S. seeing increased enrollment growth at eight to 10 percent each year over the past decade. Being a part of an innovative

institution focusing on adult basic education, early college initiatives, collaborative partnerships and online learning, has given Kevin new opportunities for creative problem-solving, increased oversight and exposure to new technologies throughout his career. He currently serves as the chair of graduation committee and for the misrepresentation and program integrity committee, and is a member of the student affairs leadership team, collaboration team and others. Kevin manages an in-house, advertising agency style department comprised of advertising, a copy center, graphic design, media buying/planning, outreach/call center, recruiting, photography services, public and social relations, and web development. In addition, he oversees the promotional efforts for the Communiiversity in Surprise, Arizona and the East Valley Veterans Education Center, located in Tempe, Arizona.

**LARK BIRDSONG**

*Director Market Strategy*

**Deltak**

Making ideas and "things" happen with an entrepreneurial spirit. High ratio of productivity to resources executive with the unique capacity to drive business goals in alignment with the owner's needs, develop new initiatives, and maximize the bottom line...a key leader in an organization with expertise and capabilities in three indispensable areas; information, financial, and entrepreneurship.

**JR BLACKBURN**

*Executive Director, Development*

**Ohio University**

JR Blackburn is Executive Director for Constituency Development at Ohio University. In this appointment, JR is responsible for the major gifts program and leads the fundraising team for all academic and non-academic units and special interest groups. Most recently, JR served as Director, and then Senior Director of Development for the Scripps College of Communication. JR is a graduate of The Ohio State University and Franklin University, where he earned his MBA. Prior to joining OHIO in 2008, JR served as Hocking College's Director of College Relations and Advancement and as the Executive Director of the Hocking College Foundation in Nelsonville, Ohio.

JR is an active member of The Ohio State University Alumni Band (TBDBITL), and has enjoyed two terms on its Board of Governors. He is also active in the Nelsonville community, most notably in serving as President & Chairperson of the Parade of the Hills Festival for more than 11 years. In 2002, JR was the youngest person ever to be named the Nelsonville Chamber of Commerce's Person of the Year. JR also served as CEO and manager of Blackburn Home Furnishings, a family-owned business since 1945.

**GREG BLASUCCI**

*Finance Program Manager*

**DeVry, Inc.**

**DR. AUDREY S. BLUMBERG**

*Senior Associate Provost for Academic Affairs*

**Adelphi University**

Audrey S. Blumberg is the Senior Associate Provost for Academic Affairs at Adelphi University. Dr. Blumberg is responsible for oversight of faculty and academic programming, with particular attention to faculty development, strategic planning and assessment, institutional research, and liaison with state, regional and professional accreditation agencies. Audrey has served on numerous state and national task forces and advisory committees relating to higher education assessment. She also serves as a regional and state accreditation reviewer.

**BILL BOOZANG**

*Director of Market Expansion*  
**Northeastern University**

Bill Boozang oversees the state authorization process for the University, both related to DOE compliance efforts and the University's Graduate Campus System establishment. In addition, Bill supervises academic assessment and professional accreditation efforts for the College of Professional Studies, and serves as liaison for CPS's Graduate Campus academic programming.

Previously, Bill served as Director of Adult and Graduate Studies at Eastern Nazarene College (Quincy, MA) and Chair of the College's 2010 decennial NEASC review, as well as a lecturer in literature and composition at several institutions. Bill is enrolled in the Ed.D. program at Northeastern University.

**MAC BORNHAUSER**

*Senior Director of Business Development*  
**The Learning House, Inc.**

Mac Bornhauser joined The Learning House, Inc. in April 2008 as Sr. Director of Business Development. His primary focus is leading the Sales and Business Development team in the recruitment and education of new Learning House partner institutions all over the US and internationally. Mr. Bornhauser and his team of 10 professionals are always happy to visit new campuses, provide demonstrations of Learning House services, attend conferences and speak to any interested parties about our online learning solutions.

After working for many years in a large corporate environment, Mac sought a more entrepreneurial and community oriented atmosphere through which he would be able to make a positive contribution to a growing company. He met David Richardson, CEO of Learning House, and was impressed by the passion Mr. Richardson expressed when speaking about online learning and his firm's opportunities. Once on board, Mac began to grow his team as well as the number and quality of Learning House partner institutions.

Prior to joining Learning House, Mr. Bornhauser served as the Vice President/Equity Syndicate Manager for Hilliard Lyons in Louisville, Kentucky from 1999 to 2007. Over eight years, he managed or co-managed several hundred offerings and grossed \$1 billion in sales of equity IPOs and secondary equity offerings. In addition to his Syndicate duties, Mac served as the Marketing Coordinator for Hilliard's Senbanc Fund, and after a complete overhaul of all marketing materials and campaigns, he helped grow the fund by almost 1,000% in less than two years. From 1995 to 1999, Mr. Bornhauser served as the Vice President of Finance for Coalborn Coastal Homes in Jacksonville, Florida.

Mac earned a Bachelor of Arts degree in Economics from Rollins College in Winter Park, Florida and an MBA in Finance and Securities Analysis from the University of Florida. Mr. Bornhauser also attended Cambridge University International Summer School in Cambridge, England where he studied Economics.

**DR. DAVID BRAILLOW**

*Vice President of Academic Affairs*  
**Franklin College**

David Brailow received his BA from Amherst College and his MA and PhD in English from the University of Oregon. He has taught at Wake Forest University and McKendree University and has been the VPAA at Franklin College since 2001. At Franklin, he has guided the college through a general education program revision, structural reorganization, AQIP accreditation, and assessment of student learning. He has published on faculty scholarship and general education reform, as well as on Shakespearean performance, his chief academic interest.



**BOB BROCK***President and Co-Founder***Educational Marketing Group, Inc.**

With more than 35 years' experience in higher education marketing, Bob is one of the nation's most respected brand marketing and management consultants. Bob is a member of the CASE Industry Advisory Council, a faculty member for the international Academy for Educational Development (AED) and a frequent keynote speaker on brand marketing and related issues for businesses, non-profits, and organizations throughout the world. Early in his career, he served in communications and marketing positions at Washington University in St. Louis, Rutgers University, the University of Denver, and Metropolitan State College of Denver. In 1997, he co-founded Educational Marketing Group, and has provided strategic counsel to college, university, and non-profit clients globally. Bob and his co-founding partner, Marlene Brock, have provided marketing services and counsel for Virginia Tech, Washington State University, University of Nebraska, University of Michigan, University of North Dakota, University of Wyoming, University of Tennessee, University of Louisville, Cal Poly San Luis Obispo, Colorado State University system, Old Dominion University, University of Southern Maine, Clarion University, Shenandoah University, Clarkson University, Des Moines University, Hanover College, Cottey College, Buena Vista University, Mount Vernon Nazarene University, Dalhousie University, University of Victoria, and the University of Ontario Institute of Technology, among others.

**MARLENE BROCK***Executive Vice President and Co-Founder***Educational Marketing Group, Inc.**

Marlene has 30 years of organizational management and brand development experience. In addition to her expertise in higher education, Marlene has worked in the public sector, retailing, the television industry, and corporate real estate. She has served in local government as well as for international corporations such as United Artists and Siemens Corp. Under her direction, EMG has grown into an award-winning international marketing agency cited as one of the premier educational brand-development consultancy in North America. She has provided executive-level positioning and brand platform development services, strategic planning, marketing, and creative strategies for colleges and universities throughout North America. Her ability to develop enduring, consensus-based brand platforms is unmatched. Following a positioning retreat at Washington State University, then-president Dr. V. Lane Rawlins noted, "This was a remarkable milestone in the history of the university – the most productive strategy session I've ever been part of." Dr. Lloyd Benjamin, former president of Indiana State University, said of a positioning retreat, "It's the first time in my tenure that I've ever seen this group [executive administration] agree unanimously on anything." Marlene has facilitated consensus-based positioning for dozens of other colleges and universities across North America, including the Dalhousie University, University of Victoria, University of Louisville, University of Wyoming, University of Tennessee, Washington State University, Old Dominion University, Texas State University, Baker University, Hanover College, Mount Vernon Nazarene University, Buena Vista University, and others. She conducts professional training on positioning, brand platform development, organizational change, strategic planning, brand architecture, and related topics.

**LYNN BROWN***Dean of Student Success and Retention***St. Joseph's College of Maine**

Currently the Dean of Student Success & Retention at Saint Joseph's College. Dean of Students from 2007 - 2011, and prior to that held the position of Associate Registrar. From 1986 - 2006 served as a HS Guidance Counselor and Assistant Principal in the Bonny Eagle School System in southern Maine.

**DR. WAYNE A. BROWN***Chief Executive Office***Educators Serving Educators**

Dr. Wayne A. Brown is the Chief Executive Officer for Educators Serving Educators, a division of Excelsior College and he also serves as the Vice President for Extended Education at Excelsior College in Albany, NY. Prior to his current role, Wayne was the first Vice President for Information Technology at Excelsior College.

Prior to joining Excelsior, Brown was the Executive Vice President for Administration at Johnson County Community College, Overland Park, KS. Brown is a retired US Air Force officer. He holds a Ph.D. in Computing Technology in Education from Nova Southeastern University and a Master's of Business Administration with an emphasis in computer information systems from Wayland Baptist University, Plainview, Texas. His research interests include CIO effectiveness, IT organizational structure, and enterprise resource planning software implementation.

**HEATHER BRUNTIL***Marketing Director***Stonehill College****DR. BARBARA BUCKNER***Dean of Education and Health Professions***Columbus State University**

Dr. Barbara Chesler Buckner is the Dean of Education and Health Professions at Columbus State University. She received her B.A. in Elementary Education from Ohio State University; her M.Ed. in Science Education from Clarion University of Pennsylvania; and her Ed.D. from Indiana University of Pennsylvania in Elementary Education with emphasis in Reading Education. Prior to coming to Columbus State University she was the Associate Provost for Assessment and Accreditation at Coastal Carolina University from 2007-2011 and Associate Dean of Education from 2005-2007. Dr. Buckner has also worked at Longwood University from 2000-2005 and Clarion University from 1988-2000. Her areas of research are: early literacy, spelling and writing development, reading pedagogy, Teacher Work Sample Methodology, and teacher preparation.

**VANCE BURGESS***Director, Distance and Continuing Education***University of West Florida**

Provide direct management and oversight of the Academic Technology Center (ATC), UWF Online Campus, and Division of Continuing Education. Supervise support to college administrators and faculty in all efforts related to the design, development, and implementation of academic technology initiatives and or distance learning courses and programs at the University. Develop and deploy strategies, policies, and resources to achieve ATC, Online Campus, and Continuing Education objectives.

**DR. KATHLEEN BURKE***Associate Dean for Advanced Academic Programs***Johns Hopkins University**

Dr. Kathleen M. Burke has joined Johns Hopkins University's Zanvyl Kreiger School of Arts and Sciences as the Associate Dean for Advanced Academic Programs (AAP). Previously, Dr. Burke had served as Dean of the College of Professional Studies at the George Washington University. She has private sector and government experience as well as extensive experience in University teaching and administration, with particular expertise in working with non-traditional learners, distance learning, and regional and off-campus programs. Dr. Burke has served as Dean of the School of Professional Studies at Trinity University, founding Dean of the Division of Continuing Education and Public Service at Georgia Southern University, and Assistant Vice-President for Academic Affairs at Marymount University. Her academic



credentials include the Ph.D. in English Language and Literature, with degrees from University of Maryland (Ph.D.), Oxford University in England (M.A.), and Loyola University in Maryland (B.A.).

**DR. DIANE BURNETTE**

*Associate Director for Collaborative Program Services*

**University System of Georgia**

Dr. Burnette is Associate Director for Collaborative Program Services. She has over 17 years of experience in online higher education and adult education. Her research interests include distance education leadership and adult degree programs.

**JOSEPH BYRNE**

*Associate Vice President for Academic Affairs*

**Norwich University**

Associate Vice President for Academic Affairs at Norwich University.

**CHRIS CAMPBELL**

*Senior Director, Development Outreach*

**Oklahoma State University Foundation**

Chris Campbell has been with the Oklahoma State University Foundation since December 2004 and has served in several different capacities during his tenure. Chris currently serves as the Senior Director of Prospect Development where he leads the Prospect Research and Prospect Management Teams in support of OSU's \$1 Billion comprehensive campaign, Branding Success. Chris also serves on the Foundation's Senior Development Team, which is tasked with creating high-level initiatives and implementing cross-departmental strategies benefiting the Foundation's development team. Additionally, he serves as a key team member of the Leadership Gifts team which is tasked with coordinating, monitoring and developing strategic relationships with the University's top philanthropic prospects.

**DR. JOHN CARON**

*Associate Dean for Education and Partnerships*

**Northeastern University**

Received doctorate from the University of Pennsylvania

Associate Dean, Graduate Education Programs, Northeastern University (2010 - present)

Associate Dean of Continuing Education, Brown University (2004-2010)

**BETSY CARPENTER**

*Director, The Smith Fund*

**Smith College**

Betsy Carpenter is the Director of Annual Giving at Smith College, where she oversees a staff of nine in their efforts to secure current use support for the largest women's college. A graduate of Smith, Betsy has worked at the college for over 13 years in annual giving. She started her development career in public television.

**LARRY CARR**

*Dean, College of Professional and Continuing Education*

**Wentworth Institute of Technology**

**KATHRYN CARROLL**

*Director of Research, Planning, and Communication*  
**Louisiana State University**

Kathy Carroll is the director of research, planning, and communication for LSU Continuing Education. Kathy seeks to bridge LSU's current research-intensive agenda to its historic land-grant mission and to ensure that access for nontraditional students is expanded, even as application requirements are tightened. Much of her experience has centered on marketing the disparate programs included under the LSU CE umbrella, both outwardly to potential participants, and internally, to the university community. Current challenges include defining the market for new online programs and incorporating social media and CRM tools into the marketing mix.

In 24 years at LSU, Kathy has worked in virtually every area of the Continuing Education division, from entry-level noncredit program coordinator to distance education assistant director. She is active in the University Professional & Continuing Education Association (UPCEA), and has served on the executive boards of the Association for Distance Education and Independent Learning (ADEIL), and the Louisiana Association for Continuing Higher Education (LACHE). She holds a master's degree in psychology from Northwestern State University of Louisiana and sporadically takes graduate courses in higher education at LSU. Kathy and her husband have two children, ages 17 and 14.

**RACHEL CARTMELL**

*Director of Development Communications*  
**Mount Holyoke College**

As Director of Development Communications at Mount Holyoke College, Rachel has responsibility for its campaign, annual fund, planned giving, and stewardship communications. She has spent the last fifteen years making the case for supporting the College, employing a variety of traditional and new media tactics. She sees her mission as one of helping prospective donors through the decision-making process by offering a strategic mix of communications. Prior to joining the world of higher education in 1996, Rachel spent twelve years in the radio and cable television industries in a variety of marketing communication and creative positions.

**JOHN D. CATONE**

*Director of Development*  
**Clarion University of Pennsylvania**

John D. Catone has joined Clarion University Foundation, Inc., as director of development. He began work at the foundation Aug. 22 and is responsible for assisting the foundation in the creation and implementation of its overall fundraising plan in response to university needs, and directly coordinating and participating in the day-to-day fundraising efforts of the foundation, including the supervision of the fundraising staff.

Catone has broad experience in senior management and fund development for non-profit entities and has an extensive history in media/public relations and communications. Prior to coming to Clarion, he was president of Catone & Associates, an independent contractor that provided a variety of services to non-profit corporations.

He served as deputy director of institutional advancement for Enoch Pratt Free Library, Baltimore, where he was responsible for the day-to-day operation of the department. While there, he procured major gifts, including two \$1 million gifts, and he participated in the securing of grants.

**DR. CLAIRE CAVALLARO***Dean, College of Education***California State University, Fullerton**

Dr. Claire Cavallaro has served as Dean of the College of Education at Cal State Fullerton since 2006. She brings to this position more 30 years experience in education. At Cal State University, Northridge she was a professor and chair of the Department of Special Education from 1982 to 2003, and Chief of Staff to the University's president from 2003 to 2006. While at Northridge, Dr. Cavallaro founded the CHIME Institute, a national leader in the development and delivery of quality inclusive education. Previously, she was a professor at Binghamton University in New York, and she taught in elementary and special education classrooms in New York and Tennessee. She received her Ph.D. in Special Education from Peabody College at Vanderbilt University, and her Master's degree at the State University of New York College at Buffalo. Cavallaro is the author of numerous publications, including the book, "Preschool Inclusion."

**AMANDA CHAULK***Senior Marketing Specialist***University of Vermont**

As a senior marketing specialist at the University of Vermont, I am primarily responsible for marketing management and program development market research. I have over eighteen years of progressively responsible experience in project management, strategic planning, and developing and maintaining excellent client relationships.

**PHIL CHONG***Managing Consultant***Simmons College****VICTORIA CHOU***Dean, College Education***University of Illinois - Chicago****LIZ CIABOCCHI***Associate Vice President for Academic Affairs/Online Learning/ Ed Tech***Long Island University**

Dr. Liz Ciabocchi provides leadership for LIU in the use of instructional technology in web-enhanced, blended and online learning. She also provides strategic administrative and academic support for the development of blended and online learning across the University and works collaboratively with the Office of Information Technology, academic departments, faculty, and campus and university leadership to create the sustainable structures, systems, and environment for instructional technology and development of blended and online programs.

**DOUGLAS A. COGSWELL***President and CEO***ADVIZOR Solutions, Inc.**

Douglas A. Cogswell is President and Chief Executive Officer of ADVIZOR Solutions. Mr. Cogswell has held this position since ADVIZOR's founding in the winter of 2003. Prior to that he was President & CEO of Visual Insights, a Web Analytics software company which he led through a successful spinoff from Bell Labs, and two highly successful funding rounds. Previously, he was president and CEO of Palindrome Software Company, also known as Seagate Software. Under his leadership, Palindrome's performance accelerated, growing over 300% in one year. He led the sale of Palindrome to Seagate Software and managed the company's subsequent purchase and merger with Arcada Software to create a market leader in storage management technology. From 1992 to 1994, Mr. Cogswell was executive vice president and chief operating officer of Comdisco's \$250-million Disaster Recovery Services business.

Earlier in his career, he held various sales/marketing and general management positions, including five years as a principal at Booz Allen & Hamilton, where his focus was on strategy consulting to the information industry. Mr. Cogswell holds a Bachelor of Arts in Physics and Electrical Engineering from Dartmouth College (Summa Cum Laude) and a Master of Business Administration from the Harvard Business School. Mr. Cogswell participates actively on a number of Boards, including the Chicagoland Chamber of Commerce, the Chicago Software Association (of which he is Chairman), and Opportunity International (which is focused on creating jobs for the poorest of the poor in 28 countries).

**MIKE COLASANTI**

*Media Manager*

**Baker College**

Media Manager on Baker College Account - For the past 7 years he has been managing the media department for Baker College and Baker College Online. He is responsible for strategic media planning across both traditional (print, broadcast, out of home) and interactive (search, display, lead generation) media executions. His department also negotiates and purchases this planned media for both Baker College brands. As Baker Online has grown in recent years, he has been chosen to take part in executive strategy sessions related to their admissions process optimization and CRM technology applications. As a result, his role has expanded to include, the ongoing support of the Baker Online admissions team and their deployed marketing technologies.

**DR. HARDIN COLEMAN**

*Dean, School of Education*

**Boston University**

Hardin L.K. Coleman, Ph.D., is Dean of the School of Education and Professor of Counseling Psychology at Boston University. As Dean, Dr. Coleman is focused on how the School and University can use research to refine the practice of education, primarily through training educators and partnerships with schools. As a scholar, Dr. Coleman interests include the socio-cultural factors in minority student achievement and the use of developmental guidance to promote social and emotional intelligence in children.

**PAUL COMFORT**

*Director of Distance Learning*

**Missouri Baptist University**

Has served as the Director of Distance Learning and Missouri Baptist University since 2003.

**DELLA COPP**

*Director of Marketing and Admissions*

**Edgewood College**

Della Copp is the Director of Marketing and Admissions for the School of Graduate and Professional Studies at Edgewood College in Madison, WI. Della has admission growth and marketing oversight for the following areas: adult accelerated, graduate, professional development and veterans. Della joined the Edgewood College staff in October 2011, bringing 16 years of marketing experience from a variety of industries.

**DR. KEVIN CORSINI**

*Administrative Dean, Graduate Programs*

**Liberty University**

Dr. Corsini serves as Dean of the Graduate School, Administrative Dean for Graduate Programs, and a member of the graduate faculty in the Counseling Department. His primary area of research interest is Attachment Theory and its influence on Emotion Regulation and Religious Coping. Dr. Corsini has experience as an executive in business, as an ordained pastor, and is an active volunteer in his

community. He has a B.B.A. from University of Georgia, a Th.M. from Dallas Theological Seminary, and a Ph.D. from Liberty University. Dr. Corsini and his wife Georgianna live in Lynchburg, Virginia and are the parents of three.

**Kathleen Cozzi**

*Online Programs Marketing Manager*  
**Boston University**

Account Marketing Manager for online programs at Boston University. Manage social media for BU's Metropolitan College (MET). Liaison for new and existing research on behalf of MET.

**CHRIS CRAWFORD**

*Assistant Provost*  
**Fort Hays State University**

**GARY CREEK**

*Assistant Vice President Marketing Communications*  
**University of Alabama**

Gary Creek is the Executive Communications Manager of the College of Continuing Studies at The University of Alabama. Creek is responsible for the strategic presentation of the brand of the College of Continuing Studies. After 22 years in private sector advertising, Creek joined the university in 2005 where he served as Assistant Vice President for Marketing and Communications before joining the college in 2009. Additionally, Creek is an Adjunct Professor of Advertising at The University of Alabama. He holds a master's degree in advertising and public relations with an emphasis in communications planning and persuasion theory.

**FRANCINE CRONIN**

*Senior Assistant Vice President for Advancement*  
**University of Rochester**

**JOSEPH CRONIN**

*President*  
**EDVISORS**

Joe Cronin is a senior fellow for Eduventures' Schools of Education Learning Collaborative and Eduventures Consulting Services. Dr. Cronin is the former president of Bentley College and has also worked at five schools of education. He earned A.B. and M.A.T. degrees from Harvard and a doctorate in education from Stanford University in 1965. He served as a Harvard Associate Dean, the Massachusetts Secretary of Education reviewing state college plans, and the Illinois State Superintendent of Education where he chaired the Teacher Certification board. At Lesley University, he served as trustee, chair of academic affairs, and as interim dean of the School of Education from 2003-04. Since 2002, he has taught higher education administration courses in the graduate program at the Boston University School of Education. His publications include articles on educational finance, urban education, and distance learning.

**DEBORAH CUNNINGHAM**

*Associate Vice President for Advancement Services*  
**University of Connecticut – Storrs**

Deb plans and oversees management of all operations within advancement services and annual giving, including the information technology, programming services, data services and research departments. Deb has 25 years of experience in higher education. Prior to joining the Foundation in 2007, she was senior counsel at SunGard Higher Education in Waltham, Mass. She also previously held senior development and advancement positions at Harvard University, Harvard Graduate School of Business and the University of Vermont.

**BOB CYBORON**

*Associate Vice President for Off-Campus Programs*  
**Hawaii Pacific University**

Eighteen years providing military adult education to America's heroes. Currently oversees HPU's Military Program that entails delivery of select HPU undergraduate and graduate degree programs to the military on accelerated schedules in the classroom on military installations on Oahu and via online. Professor of National Security Decision Making for the US Naval War College.

**DARRELL DECHANT**

*Executive Director, UA SafeState*  
**University of Alabama**

Darrell Dechant serves as Executive Director of the Division of Environmental and Industrial Programs at University of Alabama's College of Continuing Studies, which provides a variety of safety and health programs for the business community of Alabama. Among these programs are the OSHA Occupational Safety and Health Consultation Service; the State asbestos and lead training program and personnel accreditation agency; an accredited laboratory facility that performs asbestos, lead and hazardous waste characterization analyses; a technical assistance and applied research program that addresses environmental hazards such as mold, indoor air quality, etc.; and a training and conference service, including an OSHA Training Institute Education Center, that develops and administers a wide range of safety and health training programs and hosts the annual Alabama Governor's Safety and Health Conference.

**SUSANNAH DENOMME**

*Director, Institutional Programs*  
**University of Kentucky**

Susannah Denomme has worked at the University of Kentucky for the past 33 years, 10 years in the Cooperative Extension Service, and 23 years in Advancement work in the College of Agriculture, Lexington Community College and the College of Medicine. She is currently the Director of Institutional Programs in the University of Kentucky Office of Development, and oversees the areas of Annual Giving, Planned Giving, Major Gifts and Corporate and Foundation relations for the University. She is a 1978 graduate of the University of Kentucky.

**MARY LOU DEROSA**

*Dean of University*  
**Sacred Heart University**

Mary Lou DeRosa has served in higher education administration for the last 17 years. She has experience in online learning, continuing education, strategic planning, and financial literacy. Her current portfolio includes a regional campus, ESL Online learning and adult education.

**FRANCIS DILLON**

*Vice President for Advancement*  
**Stonehill College**

As vice president for advancement at Stonehill College, and a 39 year veteran of advancement, Fran directs the College's development, alumni, communications, external relations and government relations programs.



**KEN DISAIA**

*Senior Vice President of Enrollment Management*  
**Johnson and Wales University**

Kenneth (Ken) DiSaia has held several leadership positions during his 25-year career with Johnson & Wales University. Prior to 2000, he was the university's dean of admissions for three years. He also served as director of admissions operations and director of national student organizations.

In his current role as senior vice president of enrollment management, DiSaia leads annual recruiting efforts for more than 5,000 new students at four campuses. He oversees the creation and implementation of the university's admissions marketing and communications plan, and is a member of the FOCUS 2011 Steering Committee, the IT Advisory Committee (ITAC), the University Retention Team and the Strategic Enrollment Team.

DiSaia graduated from JWU's Providence Campus where he received his Bachelor of Science degree in marketing and his M.B.A. in the international business graduate program.

**DR. PATRICIA DONAT**

*Acting Vice President for Academic Affairs*  
**North Georgia College & State University**

Patricia L. Donat earned her BA in psychology from the University of Northern Iowa and her MA in clinical psychology and PhD in social psychology from the University of North Carolina at Greensboro. She is Professor of Psychology and Vice President for Academic Affairs for North Georgia College and State University (NGCSU) in Dahlonega, GA. As Chief Academic Officer at one of eight consolidating institutions in the University System of Georgia, she is co-chairing the operational systems planning in academic affairs for the consolidation of NGCSU and Gainesville State College and is overseeing the submission of a substantive change proposal to the Southern Association of Colleges and Universities: Commission on Colleges for the institutional consolidation.

**JOSEPH DONNELLY**

*Associate Vice President for Advancement Services and Strategic Planning*  
**Northeastern University**

With more than 25 years' experience in development, Joe Donnelly is currently Vice President and Campaign Director at Northeastern University, responsible for advancement services and strategic planning. Though he has served in data management and research positions during his career, Joe's main expertise is donor relations; he has held positions in that area at Harvard, Brandeis, and Northeastern universities. He has also held front-line fundraising jobs in health care and education. He was the founding president of both the New England Development Research Association and the Association of Donor Relations Professionals (ADRP) and has presented on donor relations topics at ADRP, CASE, and AFP conferences. Joe holds a B.A. from Bates College.

**KAREN DOOLITTLE**

*Director of Marketing Research – Worldwide Campus*  
**Embry Riddle Aeronautical University**

Karen Doolittle is the Director of Marketing Research for Embry-Riddle Aeronautical University – Worldwide Campus. In this capacity, Karen is responsible for planning, defining, and managing all external and internal marketing studies in quantitative and qualitative research to identify and evaluate emerging market trends, needs, and opportunities. Additionally, she has led the charge in developing, implementing and controlling the strategic initiatives and processes for prospect acquisition and handling by developing the prospective student communication strategy and tracking processes that the university currently employs. In 2007, Karen served as a roundtable panelist for the Eduventures Continuing and Professional Education Learning Collaborative, Boston Massachusetts, which addressed effective prospective student communication strategies and in 2008 was recognized as a Best in Series finalist at

the Hobsons EMT Users Conference, Phoenix, AZ. She is also certified as a professional eMarketer and her work was published in the 2009 American Marketing Association (AMA) Symposium for the Marketing of Higher Education professional proceedings journal.

**SANDRA DORAN**

*President*

**American College of Education**

Ms. Doran is the President of American College of Education, one of the world's leading providers of online advanced degree programs for educators. Under her leadership, the college has added a significant number of new degree programs, relocated its main campus from Chicago, Illinois to Indianapolis, Indiana, achieved recognition as a Quality Matters institution, has been accepted as a national accreditation candidate by TEAC, was awarded the first Indiana Innovation Grant, and created a professional development department with offerings by Louisa Moats in reading and Sally Ride in science, all in support of the college's mission of affordable, high quality programs.

Prior to assuming her current role in April 2011, President Doran had served with distinction in a number of executive positions in higher education and other business sectors. Most recently, she served as Chief of Staff/Vice President and General Counsel for Lesley University, where she coordinated and guided the executive management team and Board of Trustees.

Earlier in her career, President Doran was Senior Counsel for Holland & Knight LLP, the nation's fifth largest law firm, where she provided counsel to Fortune 500 companies, universities and non-profit groups. She was also Vice President, General Counsel and Secretary for Shaw's Supermarkets, a \$5B company, where she negotiated and managed several major acquisitions.

She is a frequent presenter at higher education and legal conferences, a contributor to industry journals, and serves on community and association boards.

President Doran holds a Juris Doctor degree from Syracuse University and a Bachelor of Arts degree in Political Science from Southern Methodist University, where she graduated with honors.

**SANDRA L. DOUCETT**

*Associate Vice President for Development*

**Smith College**

Sandra L. Doucett is Smith College's Associate Vice President of Development. She has been a member of the development staff since 1988, serving in various corporate, foundation and government relations; communications; and fund-raising management leadership capacities. Sandra also serves as the college's staff liaison with several international non-profit partnerships. She currently oversees corporate and foundation relations, donor relations, executive education, and the department's human resources and budget matters. Additionally, she serves as a member of the college's Internal Campaign Cabinet. Sandra began her development career at Mount Holyoke College as a grants and campaign publications writer. She is a graduate of the University of Massachusetts-Amherst, the Smith College Executive Education Leadership Consortium Program, and Cornell University's Strategic Management in Higher Education Program.

**BRUCE DOWNSBROUGH**

*Assistant Vice President, Advancement Services*

**University of Tennessee – Knoxville**

Bruce recently managed the transition of development & alumni affairs from the university to the foundation, where he serves as COO. Before that he headed Advancement Services at Tennessee and at the University of Colorado Foundation. With his roots in fundraising, Bruce has served in several development positions at Colorado, as Director of the Bicentennial Campaign at Union (NY) College, and

as VP for Development at Kalamazoo College, Knox College and the American Boychoir School. He is a Union graduate and earned his law degree at Colorado.

**DEBBIE DWYER**

*Director of Recruitment*

**College of Saint Elizabeth**

Director of Recruitment for the College of Saint Elizabeth for the Graduate and Continuing Studies programs. Develop and build corporate educational partnerships.

**PAUL ELSTONE**

*Assistant Vice President, Schools and College Development*

**University of Oregon**

Paul Elstone is currently Assistant vice President for Schools and Colleges, University Development at the University of Oregon. Prior to working in development, Paul worked in the advertising sales industry and also developed academic-industrial partnerships for higher education institutions in the UK and US. Paul began his development career in at Thunderbird School of Global Management, AZ and joined the University of Oregon in 2003. He has extensive experience in corporate and foundation relations. Additionally, both at Thunderbird and the UO, he has periodically managed the office of donor relations and been the assigned major gift fundraiser for Europe.

**DAVID ELY**

*Assistant Vice President for Development*

**Norwich University**

David Ely is the Assistant Vice President for Development at Norwich University. His responsibilities include oversight of front line fundraisers, annual giving, donor relations and stewardship, as well as back office operations. His fundraising efforts focus on planned giving, principal giving, and corporations and foundations. David came to Norwich in 2010 after leading the planned giving program for Dartmouth College's medical enterprise during its \$1.2 billion capital campaign. He holds both the Certified Financial Planner (CFP®) and Chartered Financial Consultant (ChFC) professional designations.

**JOHN ENDRUD**

*Vice President of Business Development*

**Deltak**

John Endrud is the Vice President of Business Development at Deltak. In this role, he has management responsibility for all new partner acquisitions, manages the company's market research team, and leads new product and services strategy. Previously, John was Vice President of Marketing for Deltak where he was responsible for the marketing strategy of Deltak's partners, market research, programmatic selection support and market positioning, and overseeing the startup activities of new partners to ensure a successful launch for partnerships. John also worked for Deltak's predecessor companies, Collegis and Eduprise, as a Regional Sales Executive. He has been employed in the higher education industry since joining eCollege as an Account Executive in 1997. Before joining eCollege John was the Regional Vice President for a financial services firm specializing in commercial lending to midsize companies. John earned a Bachelor's degree from the University of Minnesota-Twin Cities and has an MBA from Benedictine University.

**BETH EVANS**

*Vice President for Enrollment Management*

**St. John's University**

Beth Evans joined the St. John's University community in 2006. In her role as Vice President, she oversees the Office of Admission which handles recruitment of undergraduate programs, the Office of Graduate Admission which handles recruitment of graduate programs for three of the Colleges and one

Institute, the Office of Financial Services which handles financial aid and payment processing, the Customer Service Center which handles all University phone inquiries, the Office of International Students and Scholars and the Registrar's Office which handles registration for undergraduate and graduate students. Beth is responsible for maximizing enrollment for the Queens, Staten Island, Oakdale, Rome and Manhattan campuses which total over 15,000 undergraduate and 5,000 graduate students.

Prior to her position at St. John's, Beth had eight-year tenure at New York University. Beth served as Executive Director in the School of Continuing and Professional Studies for five years where she was responsible for credit and non-credit enrollment. She also served as Director of Study Abroad Admissions and spent 3 years recruiting study abroad students and international students for NYU's Freshman Year in Florence program. Before working at New York University, Beth was an Associate Director at Muhlenberg College in Allentown, PA where she managed the campus visitation program, multicultural recruitment and Maryland, Virginia, D.C. and Florida recruitment territories. She has worked in higher education for the past 17 years at both small and large higher education institutions.

Beth earned her Bachelor of Arts degree in Psychology and Accounting from Muhlenberg College and her Masters degree in Public Administration (concentration: finance) from New York University's Wagner School of Public Service.

#### **DR. KAREN EVANS**

*Senior Director*  
**DeVry, Inc.**

Karen Evans, PhD, leads the course and instructional design and development teams and the academic technology team for DeVry Inc. Online Services. In her role, she is responsible for taking DeVry's unique approach to curriculum design, delivery, and innovation to an even higher level of creativity and positive outcomes for students.

Evans joined DeVry with a wealth of experience in education including serving as Dean of the School of Legal Studies at Kaplan University where she grew the school's programs from four to thirteen and expanded enrollments to 6000 students by introducing cutting-edge programs into the school and was responsible for leading 350+ faculty. She pioneered a unique faculty management process and protocol for the evaluation of faculty performance in the online classroom. As Executive Director of Curriculum for the Legal Vertical, she launched more than 20 programs during her tenure, managed a portfolio of ~400 courses, pioneered course level assessment and the development of highly detailed grading and assessment rubrics, worked closely with ground campuses to develop a common framework for the delivery of coursework online and onsite, collaborated with international partner institutions to adjust curriculum for non-US students, and lead the way in the use of data and metrics to drive curricular and instructional change.

Previous to Kaplan, she was a Vice President of Product and Business Development at LessonLab (a Pearson Education company) where she collaborated with university academic partners to develop graduate programs and courses for educators to be delivered online, onsite and in a blended model. She has been an adjunct instructor with a number of universities teaching both online and on-ground at the graduate and undergraduate level and has presented at regional, national and international conferences on education.

#### **MICHALANN EVATT**

*Accreditation and Assessment Director*  
**Clemson University**

Accreditation and Assessment Director for the Eugene T. Moore School of Education at Clemson University in Clemson, SC.

**NADINE EZZAT**

*Senior Digital Strategist*  
**Drexel Online**

Nadine started as a search engine marketing analyst at Drexel Online in 2005 where she helped launch and manage the paid and organic search efforts. She then moved on to senior marketing manager, responsible for managing the team of media planners/buyers and marketing analysts, developing and executing Drexel Online's online and offline direct-to-consumer marketing efforts. Her current role as digital strategist involves reporting and analysis, forecasting, and competitor analysis. Prior to joining Drexel Online, Nadine also worked in higher education, at the University of Central Florida in Orlando, FL.

**KATHRYN FARAH**

*Director, Development Administration*  
**University of Kentucky**

Kathy began her development career 28 years ago as the manager of the gift receiving office at UK. In the early 80's she created the Development Information Services department, overseeing the installation and training for word and accounting processing and development's first on-line data base. As Director of Information Services, she managed three data base conversions, data base growth from 125,000 records to 450,000, and department expansion from one employee to seven. In 1994, she became Director of Annual Giving at UK and initiated the centralization of annual giving phonathons. Annual Giving donors and gifts increased at least 10% each year during her tenure. She became Director of Development Administration in 2004, with responsibility for Budget, Information Services, Gift Receiving, Prospect Research and the Research Challenge Trust Fund, a state matching gift program. Kathy is a 1972 graduate of the University of Kentucky.

**TONY FELL**

*Senior Director, New Partners*  
**Deltak**

Tony Fell is the Senior Director, New Partners for Deltak, where he is responsible for identifying new partnership opportunities within the higher education market. Prior to joining Deltak, Tony was Senior Director of Sales and Marketing for Lamont Digital Systems, Inc., the largest provider of privatized cable television and other telecommunication services for residential colleges and universities. Tony holds an MBA from DePaul University and a BS in Marketing from Northern Illinois University.

**DR. MICKEY FENZEL**

*Interim Dean*  
**Loyola University of Maryland**

L. Mickey Fenzel, Ph.D., is Professor and Associate Dean of the School of Education at Loyola University Maryland, and will assume the role of interim Dean on July 1. He has served also as Chair of the Teacher Education Department, Assistant Vice President for Student Development, Director of the First Year Experience program, Associate Director of the Center for Social and Community Research, and member of the Psychology Department at Loyola. His recent book, *Improving Urban Middle Schools: Lessons from the Nativity Schools*, examines an effective alternative model of middle level education for urban children placed at risk. Having earned his doctorate in developmental psychology at Cornell University, his early research focused on the stressfulness of the transition from elementary to middle school. He has also published research on the effects of participating in service-learning on changes in students' racial and social justice attitudes and on predictors and consequences of alcohol abuse among emerging adults. Dr. Fenzel also serves on the Editorial Board of the *Journal of Early Adolescence* and the Board of Directors of an alternative independent urban middle school in Baltimore. A licensed psychologist, Dr. Fenzel continues to teach courses in child and adolescent development and psychology and spirituality. He is married and has four adult children and two grandchildren.

**ANN S. FERREN**

*Senior Fellow, Office of Quality, Curriculum, and Assessment*  
**AAC&U**

Ann S. Ferren has more than thirty years of experience as an academic administrator in a variety of roles including Director of General Education, Dean of Faculty, and Interim Provost at American University in Washington D.C., Vice President for Academic Affairs at Radford University, and most recently as Provost at the American University in Bulgaria. She is currently a senior fellow at AAC&U, working on issues related to institutional resources and educational priorities in financially challenging times, general education, effective leadership, and other campus-based projects. Ferren is also a planner and faculty member in AAC&U's yearly Institute on General Education and Assessment. At AAC&U, Ann has served on the Board, participated in many institutes, and written for several AAC&U publications. Her work on academic quality, assessment, and reallocation of resources to support learning and curricular improvement is particularly relevant in the new economic environment of higher education.

**JAN FIDERIO**

*Director of Communications and Marketing*  
**Antioch University of Maryland**

Jan Fiderio is the Director of Communications and Marketing for Antioch University New England (AUNE). Jan brings over twenty-five years of communications and marketing experience to AUNE, an innovative institution offering scholarly, practice-oriented master's, doctoral and certificate programs in education, environmental studies, management and psychology. AUNE is one of the five campuses, located in four states, of Antioch University. Learn more about AUNE at [www.antiochne.edu](http://www.antiochne.edu).

**LOU FINCHER**

*Chair, Department of Kinesiology*  
**University of Texas - Arlington**

**DAVID F. FINNEY**

*President*  
**Champlain College**

David F. Finney became the seventh president of Champlain College on July 1, 2005. In his first year as president, Champlain faculty passed a new core curriculum requirement that features a broad-based interdisciplinary approach to general education. Other initiatives since then include the development and completion of a campus master plan, the completion of a ten year college-wide strategic plan, increased emphasis on institutional marketing and branding, an increase in the size of the faculty, the establishment of several new graduate programs, the creation of a life-skills curriculum and the establishment of Study Abroad campuses in Montreal and Dublin.

Under Finney, Champlain has a renewed emphasis on working to keep the Vermont economy vital and robust. The BYOBiz program was established to attract young entrepreneurs to Champlain so that they can grow their companies in Vermont. Champlain has also moved to attract greater numbers of students from Vermont by establishing the New Americans Scholarship program and the Vermont First Scholarship program. Expansion of the Single Parent Scholarship program has also occurred.

**DR. CHIRSTINE FLEMING**

*Associate Dean, Learning Design*  
**Regis University**

Began professional life in secondary English and social studies. Has since served as educational administrator, curriculum and instructional designer, training manager and head of corporate university. Teaches and designs online courses in higher ed. Now Associate Dean, Learning Design, for College for Professional Studies at Regis University. BA in English, University of Iowa; MS in education, Indiana University; Ph.D. in education, specialization in instructional design for online learning, Capella University.



**MARIA FLYNN**

*Vice President, Building Economic Opportunity*  
**Jobs for the Future**

As vice president of JFF's Building Economic Opportunity Group, Maria Flynn leads JFF's work to help low-skilled adults advance to family-sustaining careers, while enabling employers to build and sustain a productive workforce. Ms. Flynn guides the activities of several key JFF projects and partnerships, including the National Fund for Workforce Solutions, Jobs to Careers, and Breaking Through.

Ms. Flynn has nearly 20 years of experience in the workforce development field. As the administrator of the Office of Policy Development and Research in the U.S. Department of Labor's Employment and Training Administration, she oversaw the assessment and development of employment and training policies, managed the design of the agency's research and evaluation strategy, and provided direct support to agency budget and appropriations activities.

Ms. Flynn's responsibilities at the Labor Department included coordinating the agency's legislative, regulatory, and international affairs agendas and outreach to philanthropic organizations. As the agency's policy director, Ms. Flynn played a key role in the development and implementation of the Workforce Innovation in Regional Economic Development Initiative (WIRED).

Within the Employment and Training Administration, Ms. Flynn previously led the Division of One-Stop Operations, where she developed the policy and technical assistance framework necessary to enable states and local communities to establish comprehensive One-Stop delivery systems designed to provide quality services to job seekers, workers, and employers. She also served as team leader for the interagency policy group charged with implementing the Workforce Investment Act of 1998.

In the 1990s, Ms. Flynn played key roles in the National School-to-Work initiative and in the launch of the Secretary's Commission on Achieving Necessary Skills (SCANS) Initiative.

Ms. Flynn earned her Bachelor's in international relations and economics at Saint Joseph's University in Philadelphia and a Master's of Government Administration at the University of Pennsylvania.

**ERIC FRIEDMAN**

*Assistant Director – Online Service*  
**Boston University**

Eric manages a team of 11 full-time ODE staff whose primary responsibility is providing student services for our 4,000+ online students, and providing faculty support as well. Before coming to BU, Eric was the Product and Marketing Manager for WGBH Teachers' Domain. Eric holds a MEd and an MSW from BU.

**SEAN GALLAGHER**

*Senior Strategist & Market Development Officer*  
**Northeastern University**

Sean leads Northeastern University's Office of Strategy and Market Development. Northeastern is a top research university recognized as the leader in global experiential learning and known for its entrepreneurial spirit and engagement with the world. Sean joined Northeastern in 2009 and previously worked at Eduventures for 10 years, launching and leading a number of the firm's practices. Sean has been a frequent conference speaker and his research and commentary have been featured in numerous national media and academic papers and books. Sean holds an M.B.A. from NYIT; a B.S. from Northeastern; and is currently completing an Ed.D. in Northeastern's higher education administration program.

**CYNTHIA GALLATIN**

*Associate Vice President for Online Programs*  
**Quinnipiac University**

Cindy Gallatin is the Associate Vice President for Online Programs at Quinnipiac University, a private college in Hamden, CT, with approximately 7,000 students. She developed and launched the online learning division, QU Online, in 2001. Since 1994, she has been an adjunct faculty member in the Marketing Department of the Quinnipiac School of Business. Gallatin received her B.S. in biology from Fairfield University and her M.B.A. in marketing from the University of Bridgeport. Gallatin has held various marketing and sales positions in the market research industry and the medical publishing industry. Her current interests include the integration of technology into education and e-commerce business models.

**DR. TIM GARNER**

*Associate Vice President for Academic Affairs & Institutional Effectiveness*  
**Franklin College**

Dr. Tim Garner currently serves as the Associate Vice President for Academic Affairs & Institutional Effectiveness at Franklin College.

**MIKE GATCHELL**

*Vice President of Development*  
**Furman University**

Mike Gatchell, vice president for Development, joined the university in January 2006 as executive director of development, and was appointed Vice President in July 2007. He previously served as director of the Alumni Association and director of Major Gifts at Furman from 1996 to 1999, followed by five years as senior account manager at Blackbaud, Inc. where he was a consultant for numerous fundraising organizations. He has also been vice president and COO of Medallion Group, Inc., a start-up company in Greenville that developed and marketed software for cardiology practitioners. Gatchell earned a B.A. degree in business administration from Furman in 1991 and a M.B.A. from Clemson University.

**MATT GEHRETT**

*Executive Director, Continuing Education*  
**Fresno Pacific University**

Matt Gehrett is deeply involved with teacher professional development and technology. He began his career as a secondary math/computer teacher and not long after, started teaching adult professional development in technology. Here his interest in teaching adults began to grow. In 1998, Gehrett completed his master of arts degree in educational technology from Fresno Pacific University and joined the Kern County Superintendent of Schools staff to head the California Technology Assistance Project (CTAP), coordinating staff development for teachers throughout the county. He rose to become Region 8 CTAP director responsible for the entire region, including Kern, Ventura, Santa Barbara and San Luis Obispo counties. In this role he worked with the California Department of Education to shape policy and programs regarding the effective use of technology in K-12 schools. At this time, he began teaching as an adjunct at FPU. In 2004, he was the first Director of the FPU Bakersfield Center. Today, Matt directs the Office of Continuing Education at FPU, which delivers professional development to over 12,000 public and private educators a year through workshops, seminars, independent study, and online coursework. Matt has said, "I believe learning should be a lifelong endeavor and I enjoy working with adults as they move forward in their careers through education. I am privileged to be lead the team that is bringing high quality FPU professional development to educators throughout the world." He is currently working on his EDD in Educational Leadership at George Fox University.

**CAROL GILBERT**

*Executive Vice President, Programs and Marketing*  
**American Public University System**

Ms. Gilbert leads American Public University System (APUS)'s strategic planning and marketing teams. APUS is the regionally accredited parent institution of American Military University and American Public University, which provide online higher education to more than 100,000 adult students worldwide. She joined APUS 8 years ago, bringing more than 25 years of experience in strategic planning, brand management and marketing strategy to the institution. Prior to APUS, she was a Brand Vice President at Marriott International.

**MICHAEL GILBREATH**

*Director of Development Operations & Planning*  
**Brandeis University**

Michael is a graduate of Boston University's School of Education with an MS in Education, and holds a Masters of Public Administration from Harvard University's Kennedy School. Michael joined the Brandeis development team in 2001, as the Executive Assistant to the Senior Vice President (SVP). In this role he supports the SVP in donor cultivation and solicitation; provides staff support to the Trustee Development Committee; and provides a range of analytical, planning, and modeling services to units throughout the department including: Campaign, Annual Fund, Alumni Relations, and the Senior Vice President. Prior to joining the staff of Brandeis' development office Michael served as the Managing Director of the Higher Education Center for Alcohol, Other Drug, and Violence Prevention.

**BRAD GOEBEL**

*Director, Strategic Communication & Marketing*  
**Fort Hays State University**

**KEN GOLDSTEIN**

*Vice President of Sales*  
**Knewton**

Ken Goldstein, Knewton's Vice President of Sales, comes to Knewton with over 15 years of sales and sales leadership experience in the education technology field. He led high performing sales teams in the eLearning space for the last decade at Blackboard, and prior to that at eCollege. Prior to joining Knewton he was the Vice President and Head of Global Sales at eSchool Solutions. Ken has a proven background in sales, sales management, coaching, complex solution selling, and account management for advanced learning technologies. Some of the notable projects that he has worked on over the years include the K-20 eLearning platform implementation for the state of New Mexico; many large, statewide virtual school initiatives including Illinois, Kentucky, Idaho, Michigan, and Texas; as well as large scale eLearning projects for many of the leading universities and school districts across the U.S.

Ken received a dual Bachelor's degree in Business Administration and Journalism from the University of Colorado-Boulder and also has a Master's degree in Organizational Management and Development from the University of Colorado-Denver.

**DR. GERARDO M. GONZALEZ**

*University Dean, School of Education*  
**Indiana University – Bloomington**

In July 2000, Gerardo M. Gonzalez became University Dean of Indiana University's School of Education. As University Dean, he directs administrative and budgetary activities on the Bloomington and Indianapolis campuses and provides direction to schools and departments of education on the six regional campuses of Indiana University. Prior to his appointment at Indiana University, Dr. Gonzalez served as Professor and Chair of Counselor Education, Interim Dean, and Associate Dean for Administration and Finance in the College of Education at the University of Florida in Gainesville. He

received his B.A. in psychology in 1973 and his Ph.D. in counselor education and higher education administration in 1978 from the University of Florida. From 1977 to 1986, he served as Director of the Campus Alcohol and Drug Resource Center and Assistant Dean for Student Services at the University of Florida. An international expert on alcohol and drug education, Dr. Gonzalez's work has been presented in numerous scholarly publications including *The Journal of Alcohol and Drug Education*, *The Journal of Drug Issues*, *The International Journal of the Addictions*, *The Journal of College Student Development*, *The National Association of Student Personnel Administrators Journal*, and *The International Review of Education*. In addition to his work in substance abuse prevention and higher education administration, Dr. Gonzalez is active in multicultural counseling and education issues. He was Founder and first President of the Association of Hispanic Faculty at the University of Florida. He also served as co-chair of the University's Quality of Life Task Force, which reported to the university president ways the campus could enhance the success of African American and Hispanic students. He has addressed national and international groups and published scholarly works on the Cuban-American experience and Hispanic educational concerns. In 2003, Dr. Gonzalez received the Indiana University Latino Faculty and Staff service award for his advocacy on behalf of educational equity and access for underrepresented groups. A tireless advocate of a quality education for all, Dr. Gonzalez has been a spokesperson and proponent of creating a seamless system of education from pre-kindergarten through college. In 2006, his leadership in this area led to the creation of the IU School of Education Center for Research and P-16 Collaboration dedicated to fostering partnerships with schools and communities to enhance student achievement. The Center has a special focus on promoting research-based practices to strengthen preparation for college and 21st century jobs among urban, poor, and minority youth. With that goal in mind, Dr. Gonzalez has promoted the Pathways Initiative, through which the School of Education works directly with underserved populations in Indiana's urban centers. While reaching out to these groups, the school has maintained its overall excellence, ranking in the U.S. News & World Report top 20 schools of education nationwide for nine consecutive years, with five specialty programs in the top 10 of the 2008 listings.

**NATHAN GORENFLO**

*Director of Web Marketing*  
**Franklin University**

**DR. LAWRENCE GOULD**

*Provost/Chief Academic Officer*  
**Fort Hays State University**

Dr. Lawrence (Larry) V. Gould is Provost/Chief Academic Officer at Fort Hays State University (FHSU). While at FHSU, Dr. Gould has served as a faculty member in Political Science, president of the Faculty Senate, Dean of the College of Arts and Sciences, Executive Assistant to the President and Director of the Docketing Institute of Public Affairs. He previously taught at the University of Wisconsin, Milwaukee, and was a research associate with the Centre for Foreign Policy Studies at Dalhousie University in Nova Scotia, Canada. Beginning in 1991, Provost Gould played a key role in the development of the FHSU domestic distance learning environment, internationalization of the campus, the university's participation in the Higher Learning Commission's alternate regional accreditation track known as the Academic Quality Improvement Program (AQIP) and led the way in creating and managing the university's dual degree programming in China, Turkey and Taiwan. FHSU now has over 3260 students in China participating in cross-border distance education. Dr. Gould is on the Executive Board of the National Consortium for Continuous Improvement in Higher Education and a member of the Implementation Board for the American Democracy Project. Larry continues to publish articles on academic quality work, leadership and is recognized as a higher education reformer and innovator. Finally, Dr. Gould is the recipient of two prominent national awards for provosts—the National Academic Advising Association's 2000 Pacesetter Award and the William M. Plater (plate-er) Award for Leadership in Civic Engagement.

**MARK GOULD**

*Assistant Vice President*  
**Merrimack College**

Mark serves as a key member of the enrollment leadership team and provides intellectual leadership to the senior level executive team in the delivery and operational support of the professional graduate and continuing education programs at the College. He is responsible for developing and implementing the strategic recruitment and admission plan to enhance Merrimack College's presence and visibility internationally and increase international enrollments. Mark has traveled extensively to foster relationships with international educational institutions, overseas advisors, agents, and public and private sector organizations, as well as employ innovative outreach initiatives to connect to potential applicants across the globe.

**RODNEY GRABOWSKI**

*Senior Associate Vice President for University Advancement and Campaign Director*  
**University of South Florida**

Rodney M. Grabowski, CFRE joined the University of South Florida in November 2007 to manage the University's \$600 million comprehensive campaign. His responsibilities include overall management of the University's campaign, development and alumni efforts including oversight of 70 staff including 14 direct reports.

Prior to joining the University of South Florida, Grabowski served as the Associate Vice President for Development and Campaign Director at the University of North Florida where he assisted in the conclusion of the \$65 million Access to Excellence Campaign and completed the planning stages of a \$150 million Power of Transformation Campaign. Prior to UNF, Grabowski was Executive Director of Development at Jacksonville University where he was instrumental in the operation and conclusion of the \$58 million Beyond Excellence Campaign. Prior to JU, Grabowski was Senior Development Officer at Alfred University. While at Alfred he structured the development operation, implemented a comprehensive research program and was instrumental in the kickoff of a \$70 million New Millennium Campaign.

Rod lives in Tampa, Florida with his wife, Julie and their three children.

**KAREN L. GREENE**

*Associate Vice President, Advancement Services*  
**George Washington University**

Karen L. Greene is associate vice president of advancement services, where she directs the areas of DAR operations including Human Resources, Training, Technical Services, Prospect Research, Gift Processing, Bio Records, Professional Development, Strategic Digital Engagement, Communications, Stewardship, Events, and Fiscal Operations. Her career includes leadership positions at the Arizona State University Foundation, Planned Parenthood, Creighton University, and the University of Minnesota Foundation. She was also a partner at Bentz Whaley Flessner. She holds a BA from Old Dominion University. Ms. Greene is also a nationally recognized speaker on fundraising, prospect management and campaigns. She was recognized in 2010 by APRA when she received the APRA Distinguished Service Award.

**CHUCK GURDEN**

*Vice President for Admissions, Baker College Online*  
**Baker College**

Chuck has played a very active role in the development, growth, and quality academic environment of Baker College Online for over 17 years---having been with the Baker College System for well over 22 years. As an officer of the online college and graduate school he continues to push the importance of academic quality in the online classroom in addition to reaching out and developing new markets for potential students to the college.

**DR. NANCY HALLIDAY***Dean of Education***Hofstra University**

Dr. Nancy Halliday received her Ph.D. in Motor Learning and Motor Development from Temple University. She has taught physical education teacher education, coached, directed a summer resident camp, served as department chair, and is now serving as interim dean of the School of Education at Hofstra University.

**MARSHA K. HAM***Associate Vice President, Dean of University College***University of New Haven**

Marsha K. Ham is Associate Vice President and Dean of University College. She oversees the University-wide development of online courses and programs, develops corporate training opportunities, and manages part-time evening and weekend, summer session and intersession academic planning. She previously served as executive director of eLearning OHIO, the lifelong and distance learning division of Ohio University. A veteran higher education administrator with extensive expertise in distance learning and academic program development, Ham increased non-traditional student access to Ohio University, reorganized lifelong and distance learning services, and built strong connections and partnerships with departments to facilitate delivery of academic programs through online venues. She also served as vice president for external programs at Buena Vista University and as associate director of distance learning and interim dean of the Extended University at the University of Arizona. Ham holds a Ph.D. in higher education organization and administration from the University of Arizona, as well as a master's degree from the University of Alabama and a bachelor's degree from Auburn University.

**ROBERT HANNAFIN***Dean***Long Island University****WENDY HARLOW***Executive Director, Development***Butler University****GREG HARRIS***Vice President of Advancement***Life University**

Greg Harris began employment with Life University in 2008 as the vice president for university advancement, initially overseeing alumni relations and development. He earned bachelor's and master's degrees from the University of Cincinnati, including extended MBA course work at Louisiana State University. Prior to his work at Life University, Greg advanced his development career at the Detroit Zoological Society, Zoo Atlanta, Berry College and The Florida Aquarium.

**DEB HATLAND***AICBE Program Manager***Indiana Wesleyan University**

Deborah Hatland works for Indiana Wesleyan University, as the Interim Coordinator for Market Research. Deborah researches the market feasibility of new locations and programs for the university's adult and graduate studies division. She also performs statistical analyses of data gathered throughout the university.



**GEORGE HAY**

*AVP of Marketing, Analytics & Optimization*  
**TCS Education System**

George W. Hay, PhD is a scholar-practitioner of management with global experience in business and academe. George is currently employed as the AVP of Marketing Analytics & Optimization at TCS Education System, a non-profit education organization with three graduate schools in Psychology, Education, and Law. George is also an Affiliate Faculty Member with the Chicago School of Professional Psychology, teaching in their PhD program in Organizational Leadership and their master's degree program in I/O Psychology.

**DR. JAMES J. HENNESSY**

*Dean of School of Education*  
**Fordham University**

James J. Hennessy, Ph.D., is Dean and Professor in the Graduate School of Education at Fordham University, where he taught a variety of subjects in psychology and testing. He has co-authored two books on the psychology of criminal and aggressive behavior, co-edited a book on research ethics and fraud, and most recently co-edited a book on drug court research. He has published extensively in the psychological and criminal justice literature, and recently was guest editor of a special issue of the Journal of Offender Rehabilitation devoted to drug court research. He is the author or co-author of more than 50 articles and has presented more than 75 papers at major conferences.

**SHARON HIGGINS**

*Assistant Vice President for Marketing and Communications*  
**Loyola University of Maryland**

As assistant vice president for marketing and communications for Loyola University Maryland, Sharon oversees the university's integrated marketing initiative to develop a clear and compelling brand for the institution. She manages the core functions of advertising, media relations, public relations, creative services, Web and other electronic communications.

**LEN HIGHTOWER**

*Vice President for Enrollment and Strategic Planning*  
**Marymount College**

**JIM HILL**

*Associate Vice President for Development and Campaign Manager*  
**Ohio University**

**Experience Summary**

- Thirty years of non-profit experience in the United States and abroad
- Served in roles ranging from Assistant Director for Development to Vice President of Advancement
- Worked on Comprehensive Campaigns with goals ranging from \$40 million US to \$1 billion US
- Institutions include West Virginia University, University of Illinois at Champaign Urbana, Florida State University, Northern Arizona University, Embry-Riddle Aeronautical University, University of Auckland (NZ)
- Philanthropic Consultant at Donald A. Campbell & Company, Inc.—One of the top 5 philanthropic consulting firms in the US

**Other Non-profit Sector Experience**

- National Field Manager for 53 Offices of the Cystic Fibrosis Foundation

- Director of Volunteer Activities for St. Jude Research Hospital—Internationally recognized hospital for childhood cancer and other catastrophic diseases

Served as Director of Advancement for the University of Auckland's \$190 million Comprehensive Campaign—Largest fundraising effort in Australasia

Graduate of West Virginia University with a B.A. Psychology

Post-Graduate study at University of Southern California and Penn State University

## **DR. ALISON HILSABECK**

*Dean of the National College of Education*

**National-Louis University**

Alison Hilsabeck has served as Dean of the National College of Education (NCE) at National Louis University since 2005. Under her leadership the 125 year old college, founded by pioneering women educators to train teachers in immigrant communities, has pursued an agenda of innovation in teacher and school leader preparation vital for meeting the evolving demands of American education.

Dr. Hilsabeck leads one of the State of Illinois' largest and most established colleges of education, one which serves over 5000 students each year in programs from the baccalaureate through doctoral levels. NCE ranks first in the state for the number of graduate degrees in education conferred and number of African-American master's degree recipients. NCE alumni have earned 57 Golden Apple Awards—among the most prestigious teacher honors in the State of Illinois—more than any other school of education. The College is widely recognized for its literacy programs (including two faculty members inducted into the International Reading Association's Hall of Fame), expertise in ESL/Bilingual education, focus on urban schools, and work with Latino and other New American communities.

Recognizing the need to combine resources and competencies with diverse peer organizations to achieve transformative educational goals, Dr. Hilsabeck has brought NCE's strengths in teacher preparation and the evaluation of teaching effectiveness to a number of signature partnerships. These include a decade long relationship with the nationally acclaimed Academy for Urban School Leadership (AUSL), for which NCE serves as degree-granting partner, an exclusive principal-training partnership with the Knowledge is Power Program (KIPP), and degree-granting and research collaborations with Chicago Teaching Fellows, Teach for America, and New Leaders for New Schools. Under Dr. Hilsabeck's leadership, NCE also partnered with the Chicago Public Education Fund to extend national board certification support for teachers in the Chicago Public Schools. During Dr. Hilsabeck's administration NCE partnerships have been recognized with more than \$60 million in grant funding. NCE is the only institution in the U.S. to partner on two Teacher Quality Partnership grants, one with AUSL to extend urban teacher residency model, and a second to revitalize undergraduate teacher preparation co-developed with University of Illinois-Chicago, Northeastern Illinois University, and Loyola University of Chicago.

Dr. Hilsabeck has served her professional peers throughout her 25 years in higher education. She recently completed a term as co-chair of the Council of Chicago Area Deans of Education, which established a shared research agenda focused on improving teacher preparation and works closely on state-wide issues of education policy.

## **BETH HOLLENBERG**

*President*

**Everspring**

Beth Hollenberg is responsible for overseeing service delivery for Everspring. She has 20 years of experience working in education and social policy, with more than 10 years of experience running large-scale online, on-ground and hybrid K-12 and post-secondary education programs.

Most recently, Beth was president of the campus division for Kaplan Higher Education (KHEC), a division of The Washington Post. In this capacity, she oversaw strategy and operations for Kaplan's 75 on-ground and hybrid online campuses and learning centers, which served nearly 45,000 students nationwide. Under Beth's leadership, KHEC dramatically improved student outcomes, expanding and diversifying its academic offerings and centralizing key components of its student and faculty support systems.

Previously, Beth was the executive vice president of SCORE! Educational Centers, Kaplan's K-10 tutoring division. In this capacity, Beth developed SCORE!'s product strategy and built key home office functions and processes that enabled the company to grow to more than 170 locations. As its senior field operator, Beth oversaw all aspects of operations at all of SCORE!'s locations nationwide.

Trained as an attorney, Beth also served as associate counsel for the 2000 Democratic National Convention Committee, and a judicial clerk to the Honorable Judge Claudia Wilken of the U.S. District Court, Northern District, California. Prior to her work as an attorney, Beth was an associate at the Center for the Study of Social Policy and senior associate for CSR, Incorporated, both in Washington, D.C., where she advised on education and youth policy. In this capacity, Beth worked with state and federal governmental entities, as well as with not-for-profit and private organizations, to assist in the development and implementation of scalable programs for children and youth.

Beth holds a JD from Stanford Law School, where she was on the managing board of the Stanford Law Review and served as student co-chair for the Stanford Judicial Council. She also holds a master of arts in sociology and a bachelor of arts in psychology with distinction from Stanford University.

#### **DR. ANDY HORNE**

*Dean, College of Education*  
**University of Georgia**

Arthur M. (Andy) Horne has served as the 14th dean of the College of Education since July 1, 2008. An internationally recognized authority on group counseling and therapy and early intervention for at-risk children, he also holds the title of Distinguished Research Professor. Horne is known for his scholarship on troubled families and ways to prevent and deal with bullying and aggressive behavior by males. He has received more than \$7 million in research funding that includes grants from the Centers for Disease Control and Prevention, Arthur Blank Foundation, U.S. Department of Education and National Institute of Mental Health. He is a Fellow of UGA's Institute for Behavioral Research and several divisions of the American Psychological Association. He has received numerous awards for his research and teaching. Horne joined the UGA faculty in 1989. He received his Ph.D. at Southern Illinois University.

#### **GUIYOU HUANG**

*Senior Vice President for Academic Affairs and Dean of the Faculty*  
**Norwich University**

Senior Vice President for Academic Affairs and the Dean of the Faculty at Norwich University.

#### **DR. KARLA HULL**

*Dean*  
**Valdosta State University**

Karla Hull has her Ed.D. in educational leadership and policy studies from the University of Vermont. She is the Dean of the Dewar College of Education at Valdosta State University. Dr. Hull has a Master's degree in speech/language pathology. Her research interests include efficacy and quality of online programs, creating cultures of scholarship for new faculty and redesigning educator preparation.

**REBECCA HUNT**

*Director of Marketing and Communication, Division of Continuing Studies*  
**University of Wisconsin – Madison**

Rebecca Hunt is Director of Marketing and Communications for the University of Wisconsin-Madison's Division of Continuing Studies. She is a graduate of the UW-Madison's School of Journalism. She also has worked as an ad agency marketing consultant and spent 10 years as Director of Marketing for Dean Health System in Madison prior to joining the University.

**LEROY HURT**

*Associate Dean for Professional Development and Community Engagement*  
**University of Alabama**

Leroy Hurt is Associate Dean for Professional Development and Community Engagement at the University of Alabama's College of Continuing Studies. Leroy has led teams and organizations in business operations, information technology, organizational development, policy development and planning, and adult learning, with the US Army, the State of Washington, Washington Mutual, Sprint, and Booz Allen Hamilton. Leroy's education includes a Master of Science degree in Legal Studies from the California University of Pennsylvania, a Master of Business Administration degree from Regis University, a Master of Arts degree in English from the University of Washington, and a Bachelor of Science degree in Engineering Management and National Security from West Point. Leroy also earned the Project Management Professional (PMP) certification and the Certified in the Governance of Enterprise Information Technology (CGEIT) credential.

**DR. PHIL ICE**

*Vice President of Research and Development*  
**American Public University System**  
*Principal Investigator*

**Predictive Analytics Reporting Framework (PAR) Project**

Phil Ice holds an Education Doctorate in Curriculum and Instruction with minor concentrations in Instructional Technology and Science Education. Currently Dr. Ice is the VP of Research and Development at American Public University System (APUS) and Vice President of Research & Development for Sage Road Analytics, LLC.

His research is focused on the impact of new and emerging technologies on cognition in online learning environments. Work in this area has brought him international recognition in the form of three Sloan-C Effective Practice of the Year Awards (2007, 2009 and 2010) and the AliveTek/DLA Innovation on Online Distance Learning Administration Award. Sloan-C has also recognized Phil through awarding a team he lead at APUS with the Gomory Award for Data Driven Quality Improvement in 2009. He has been recognized by industry through membership in Adobe's Education Leaders Group and Adobe's Higher Education Advisory Board, as well as a recipient of the Adobe Higher Education Leaders Impact Award, 2010.

Phil's vision for the future of technology in higher education is also demonstrated by his inclusion on the advisory council for the 2011 NMC / ELI Horizon Report and his role as Principal Investigator on a \$1.05 million WICHE/WCET grant to explore online retention patterns across six institutions. His work has covered the use of technology mediated feedback, which has been adopted at over 50 institutions of higher education in five countries, multi-level institutional assessment techniques, learning analytics and application of semantic analysis for mapping institutional learning assets. Phil has conducted over 100 peer reviewed and invited presentations and workshops, as well as authoring more than 20 articles, book chapters and white papers related to the integration of emerging technologies in eLearning. Other examples of his research include the use of embedded asynchronous audio feedback mechanisms, using web 2.0 tools for collaborative construction of knowledge through integration of RIA's and remote observation of student teaching experiences using asynchronous, flash-based environments.

Phil is also involved with seven other researchers in the United States and Canada in numerous other research initiatives related to the Community of Inquiry Framework. This research has resulted in the development of a validated instrument that captures the intersection of Teaching, Social and Cognitive presence in online learning environments.

**DR. KAREN IVERS**

*Associate Dean School of Education*

**California State University, Fullerton**

Previously, Dr. Ivers served as Department Chair for Elementary and Bilingual Education. She has been a professor at CSUF for 15 years. Dr. Ivers earned her Ph.D. in Instructional Technology and Elementary Education from the University of South Florida and joined the CSUF faculty the same year. She has taught courses in educational technology at the Master's level and was instrumental in the integration of technology in the Department's credential courses. Dr. Ivers contributed to the creation of CSUF's first online master's degree program – Instructional Design and Technology. As Acting Associate Director of the Educational Technology Professional Development Project, she oversaw CSU-wide grant projects geared toward helping K-12 teachers use technology in their classrooms. She has authored numerous articles, four books, and has several educational computer programs. She has received numerous grants to support teachers' technology development.

**DR. BONITA JACOBS**

*President*

**North Georgia College & State University**

Dr. Bonita Jacobs, 17th president of North Georgia College & State University. Prior to her appointment to the presidency, Jacobs served as executive director of the National Institute for the Study of Transfer Students (2009-2011) and as vice president for student development at the University of North Texas (1998-2009). A professor in counseling and higher education, Jacobs currently serves on the Commission on International Programs for the Association of Public and Land-grant Universities. Jacobs earned both a bachelor's degree in Spanish and history and a master's degree in counseling from Stephen F. Austin State University, where she also served as Director of Residence Life. She earned her doctorate in educational administration from Texas A&M University.

**JOHN JACOBSON**

*Dean of College of Education*

**Ball State University**

Dean Jacobson currently serves as Dean of Teachers College at Ball State University. Prior to that service, he served 6 years as Dean at Stephen F. Austin State University. Prior to that service, he served as Associate Dean at The University of Missouri-Kansas City. And finally prior to that assignment, he served for 10 years at University of Texas at Arlington as Assistant, Associate, Full Professor, and Associate Dean. His research interests include the administrator's role in reading, charter schools, and Professional Development Schools.

**CARL JAEDICKE**

*Vice President, Development*

**Texas A&M University**

Carl joined the Texas A&M Foundation in 1986 as the first development officer for the College of Engineering. He spent 19 years in this role, serving under four Deans and pioneering the college based fund-raising strategy for the Foundation. Under his leadership, the engineering development office added five professionals and the college endowment grew to over \$150M. In 2005 he assumed his current position where he oversees college based fundraising, development operations, and prospect programs. Prior to joining Texas A&M, Carl spent eleven years in industry. He is a registered professional engineer and held positions with Stone & Webster Engineering in Boston, Massachusetts and with CMS Energy in

Jackson, Michigan. He holds an engineering degree from Texas A&M and an MBA from Indiana University.

**DEB JENCUNAS**

*Director*

**Northeastern University**

Director of Fast Track Programs at the College of Professional Studies, Northeastern University.

**DR. DAVID B. JOHNSON**

*Vice Provost for Enrollment Management*

**Indiana University – Bloomington**

Dr. David B. Johnson was appointed as Vice Provost for the Office of Enrollment Management (OEM) at Indiana University in January 2011, after serving as Interim Vice Provost since June 2, 2010. Before being appointed Interim Vice Provost, David was the Associate Vice Provost for Enrollment Management at Indiana University since May 1, 2007. David's past professional experiences include the areas of admissions, recruitment, orientation, alumni development, enrollment management research, and testing services. David has been a frequent presenter at national and regional conferences around the country, and has published and presented regularly on generation Y, student persistence, student recruitment, data mining, predictive modeling in student recruitment, and other topics related to student access and success.

The goal of OEM is to recruit, admit, award, orient, enroll, and serve a well-qualified class and to serve the broader IU academic community through collaborative and innovative work. The following units work together to support and meet that goal: the Office of Admissions, Office of Enrollment Planning and Research, Office of First Year Experience Programs, Office of Interactive Communication, Office of the Registrar, Office of Scholarships, Office of Student Financial Assistance, and the Systems Design and Development group.

David is a native of Georgia, and grew up in Eufaula, Alabama. He earned a Bachelor of Science degree in Political Science from Troy University, a Master of Public Administration degree from Auburn University, and a Doctorate of Education, concentrating in Higher Education Administration, from The University of Alabama. He enjoys watching IU sports, travel, and trains and runs in half marathons.

**TRISTAN E. JOHNSON**

*Director of Online Education*

**Northeastern University**

Tristan E. Johnson is the Director of Online Education in the Graduate School of Engineering at Northeastern University. Prior to this position, he was a research associate in the Learning Systems Institute at Florida State University. He was also on the faculty of the Instructional Systems Program in the Department of Educational Psychology and Learning Systems in the College of Education. He was the Past President for the Training and Performance Division of the Association of Educational Communications and Technologies.

Tristan's primary technical expert is online training, curriculum, & instruction. He has 19 years designing, developing, and evaluating curriculum and training systems for business, military, industry, and academia. He has worked on the creation of university courses, educational simulations, electronic performance support systems, workshops, certificates, programs, as well as numerous technology-based instructional materials. He has expertise in the application of instructional strategies including case studies, team-based learning, gaming, problem solving, task-centered instruction, and many other strategies that have strong levels of learning effectiveness and engagement.



**SHANE KARCZ**

*Director for Enrollment Research and Strategy*  
**Northeastern University**

Shane Karcz serves as the Director of Enrollment Research at Northeastern University where he provides strategic research and insight into all aspects of enrollment, from new student recruitment and admission, to improving student satisfaction and retention. In this position, Mr. Karcz is responsible for predictive modeling related to financial aid and enrollment to provide guidance around admissions and scholarship strategy. In addition, he leads a team responsible for the reporting of new student enrollment to leadership of the various colleges and other University leadership. Prior to Northeastern, he spent five years as a Senior Research Associate at Maguire Associates, a higher education research and consulting firm where he managed numerous market research projects for colleges and universities across the country. He received his Bachelor's degree in Economics from the University of Massachusetts at Amherst and his Master's degree in Economics from Northeastern.

**BRENDA KASPARI**

*Vice President for Enrollment Services*  
**University Of Mary**

Brenda is currently the Vice President for Enrollment Services at the University of Mary in Bismarck ND. In this role she oversees the enrollment of traditional students as well as the nontraditional site based and online programs. She has been active in the nontraditional student arena for over 20 years and was instrumental in the development of the programs for the University of Mary. She is currently completing her dissertation for her PhD in Educational Leadership. The topic of study is the efficacy of online MBAs as determined by employers.

**DONNA KEENE**

*Associate Director-PD&CS*  
**University of Alabama**

Donna Keene works with The University of Alabama College of Continuing Studies in the areas of Conference Services, IT and Marketing Services Management, and Noncredit Professional Development.

**ANDREW P. KELLY**

*Research Fellow in Education Policy Studies*  
**American Enterprise Institute (AEI)**

Andrew P. Kelly is a research fellow in education policy studies at AEI and a doctoral candidate in political science at the University of California, Berkeley. His research focuses on higher education policy, information and consumer choice in education, and public opinion. As a graduate student, Mr. Kelly was a National Science Foundation interdisciplinary training fellow and a graduate student instructor. Previously, he was a research assistant at AEI, where his work focused on the preparation of school leaders, collective bargaining in public schools, and the politics of education. His research has appeared in Teachers College Record, Educational Policy, Policy Studies Journal, Education Next, Education Week, as well as popular outlets such as Forbes, The Atlantic, and The Huffington Post. He is co-editor of [Reinventing Higher Education: The Promise of Innovation](#) (Harvard Education Press, 2011).

**DR. KEVIN KELLY**

*Dean, School of Education and Allied Professions*  
**University of Dayton**

Kevin Kelly is Dean of the University of Dayton School of Education and Allied Professions. Prior to this appointment he served as interim dean of the College of Education (2007-09) and head of the Department of Educational Studies (2002-2007) at Purdue University. He received his Ph.D. in Counseling Psychology from the University of Iowa in 1985. Kelly has published extensively on the topics of career choice, development, and decision-making; he is the past Editor of the Journal of Mental Health

Counseling. Kelly led a successful faculty effort to attain the initial American Psychological Association accreditation for the Purdue counseling psychology doctoral program in 2002.

#### **RALPH KINDRED**

*Director*

**DeVry, Inc.**

Mr. Ralph Kindred is a technology executive with over 20 years' experience providing strategic, operational and leadership support to organizations across multiple industries. Mr. Kindred has a MBA from the University of San Francisco, Juris Doctor from University of the Pacific's McGeorge School of Law, and a bachelor's in Humanities from New College of California.

Currently, Mr. Kindred is a member of DeVry Inc. Kinect Division holding the title of Director. He is currently responsible for providing vision, leadership, planning, and management of the development, acquisition, implementation, and support of information technology and services for DeVry University Online.

#### **DENNIS KING**

*Director*

**Fort Hays State University**

#### **DR. RITA J. KIRSHSTEIN**

*Managing Director*

**American Institutes for Research (AIR)**

*Director*

**Delta Project on Postsecondary Education Costs**

Dr. Rita J. Kirshstein is a Managing Director in the Education, Human Development and Workforce Program at the American Institutes for Research (AIR) and heads AIR's Higher Education practice area. As of January 1, 2012, Rita is heading the analytic component of the Delta Cost Project ([www.deltacostproject.org](http://www.deltacostproject.org)). She and her AIR team will continue producing the annual trends that the project developed, expand the groups of institutions examined and fine tune some of the metrics.

Rita has dedicated much of her professional career studying higher education and ways to ensure that all students seeking a college education can attend and obtain a degree. She has analyzed a wide range of issues that include programs designed to increase minority participation in higher education overall and in science, technology, engineering, and technology programs specifically; financial aid policies at the national and state levels; the causes and consequences of rising tuitions; institutional spending patterns; and faculty roles and responsibilities.

Rita's knowledge of higher education and interest in working with students of all types has resulted in appointments to the board of trustees of the University of the District of Columbia, where she served a five-year term, and the board of directors of College Bound, a DC-based college access program. She is also an adjunct professor in the sociology department at George Washington University where she teaches graduate courses on the sociology of higher education.

#### **DR. ROBERT J. KOPECKY**

*Provost Emeritus/Consultant*

**California Baptist University**

Robert J. Kopecky, Ph.D. is a consultant to higher education in the areas of public-private partnerships and program development. Currently, he is assisting California Baptist University establish online professional development and continuing education programs. Previous positions include Provost Emeritus, The Advanced Technology and Education Park of the South Orange County Community College District, Faculty Emeritus at Irvine Valley College, Associate Academic Vice President at Loyola Marymount University, and Director of the Business and Community Solution Center at Austin Peay State

University. Robert's early career began at Henry Ford Community College where he launched the Center for New Directions, and later established and directed the college foundation. As an entrepreneur, he launched computer interactive education stations in over 500 McDonald's restaurants nationwide. He has worked with The White House in the area of consumer education programming, and networked with hundreds of colleges to share programming assistance to help unemployed workers.

**ALON KRASHINSKY**

*Co-Founder and Executive Vice President*  
**Everspring, Inc.**

Alon Krashinsky is responsible for market feasibility and institutional readiness for Everspring, partnering with our clients to create sustainable operations that balance near-term growth with long-term strategy.

Prior to joining Everspring, Alon was a vice president at Accretive, LLC ([www.accretivellc.com](http://www.accretivellc.com)), where he led the firm's expansion into education and helped oversee the successful start-up of companies using the built-for-purpose approach. Alon has more than eight years of experience in strategic services design. Alon previously worked with McKinsey & Company and is a board member of Arise Virtual Solutions ([www.arise.com](http://www.arise.com)), the world's leading provider of virtual business services.

Alon graduated from Stanford University with a master's in business administration, where he was an Arjay Miller Scholar. He also earned a bachelor's in business administration with highest honors from the University of California, Berkeley.

**DR. PAUL KOSTECKI**

*Acting Director of Simmons Online*  
**Simmons College**

Dr. Paul Kostecki is the Interim Director of Simmons Online & Academic Technology Services and is responsible for building and coordinating the online operations on campus. He works with administrators and faculty to develop new online activities and provide academic technology services. He previously served as Vice Provost for Research and Interim Vice Chancellor for Research and Engagement at the University of Massachusetts Amherst. Dr. Kostecki created and runs a for-profit, member-based company- the Association for Environmental Health Sciences (AEHS), which has trained nearly 12,000 professionals in the environmental field through conferences, workshops, seminars and courses from the United States and 50+ countries. He also created the non-profit organization AEHS Foundation, which launched an online educational program that is built on faculty from universities, colleges, and private sector organizations from around the country.

**DR. PAULA S. KRIST**

*Assistant Dean for Assessment Support*  
**University of San Diego**

Dr. Paula S. Krist is the Assistant Dean for Assessment Support in the School of Leadership and Education Sciences (SOLES) at the University of San Diego. She supports SOLES' efforts to continuously improve its programs and to ensure student learning. She serves on USD's University Assessment Committee and the Western Association of Schools and Colleges (WASC) steering committee and is involved in university-wide assessment. She consults for universities and regularly presents workshops on assessment topics at regional and national conferences, most recently the 2012 WASC Academic Resource Conference and the 2011 WASC Program Review Workshop. Dr. Krist's research interests include program assessment, student learning and success, teaching excellence, and research methodologies. Her Ph.D. is in Educational Psychology from the University of North Carolina at Chapel Hill.

**SUSAN KRYCZKA***Chief Operation Officer***Educators Serving Educators***Assistant Vice President for Extended Education***Excelsior College**

Susan Kryczka has over 30 years of experience delivering higher education through distance learning. She is currently the Chief Operating Officer of Educators Serving Educators and assistant vice-president for Extended Education at Excelsior College. She was the director of distance education at Boston University and the director of the distance learning initiative at Northeastern University. She started her distance learning career at the City Colleges of Chicago in the late 1970's. She holds two master's degrees and is currently pursuing a doctorate in higher education administration.

**KIMBERLY KUBORN***Director of Graduate Operations***Boston University**

Kimberly Kuborn is the Director of Graduate Operations at Boston University Metropolitan College, where she assists the Associate Dean of Academic Programs in day to day functions, including managing operational and policy aspects of the graduate programs, compiling reports and statistics for reporting purposes and assessment, assisting with new program approvals, supporting faculty and students, managing graduate admissions, and helping design, implement, and report on graduate retention procedures.

**PETER LACASSE***Head of Strategy Team***Apollo Group****DR. KIMBERLY LAPRADE***Dean of the College of Education***Grand Canyon University**

Dr. LaPrade is the Dean of the College of Education at Grand Canyon University. Dr. LaPrade is a GCU alumnus having earned her Bachelor of Arts degree with a double major in English Writing and Sociology and a Master of Education degree. She was awarded her PhD in Educational Leadership from Capella University. Dr. LaPrade also holds AZ Teaching and Principal Certificates.

**STEPHEN LASTER***Chief Information Officer***Harvard Business School***Senior Fellow***Eduventures, Inc.**

Mr. Stephen Laster is an accomplished business leader, consultant, and technologist focused on helping organizations in the creative use of technology for collaboration, teaching and learning. Stephen is a senior fellow with Eduventures, focused on online strategy and IT strategy projects. Stephen has guided institutions in the design and implementation of major on-line programs, in the development of world-class IT strategies, and has worked with publishers to design and bring to market e-learning solutions. He has assisted organizations in all aspects of business development for on-line learning programs and in using technology to connect with campus constituencies. Stephen helps organizations turn technology investments into a true competitive advantage. Stephen began consulting with institutions to meet a market need for honest unbiased advice. He works with institutions to assess their current capabilities, establish a strategic plan, and implement the plan.

In addition to working with Eduventures as a senior fellow, Stephen is also the Chief Information Technology Officer of the Harvard Business School and a member of the HBS administrative leadership

team, which oversees the school's academic, research and administrative computing teams. Previously, Stephen held several leadership positions at Babson College including CTO for Babson Interactive, Babson's for-profit eLearning company, and Director of Curriculum Innovation and Technology. Stephen led Babson into the world of blended learning and the creation of Babson's FastTrack MBA (a highly successful blended MBA program). Stephen served as a trustee for Babson College from 1992-94.

Prior to focusing his career on the apex of technology and education, and consulting, Stephen worked in industry both in information technology and technology product development. He has developed and run a network monitoring business, developed enterprise software packages and led major re-engineering and implementation efforts. Stephen has held leadership positions at Stride Rite, Art Technology Group, CrossComm, and Advanced Business Technologies, Inc. Throughout his career, Stephen has managed diverse teams of business and technology professionals. He has managed distributed teams across the United States, Poland, and India.

Stephen sits on the board of directors for The Sloan Consortium for On-line Learning and Recycline. He is on the Microsoft Higher Education Advisory Board, and serves as a strategic advisor to several technology companies. Stephen is a seasoned speaker and writer. He is considered to be a leader in e-learning and digital community building, and was named by Ed Tech Magazine as a thought leader in educational technology.

#### **DR. TODD J. LEACH**

*President*

**Granite State College**

Dr. Todd J. Leach became the fourth president of Granite State College on July 1, 2010. An innovative academician, leader and visionary, Dr. Leach's first 100 days as president were punctuated with perceptive strategy creation and bold visioning. Under his leadership, Granite State College has begun launching a variety of exciting initiatives, aimed at advancing the College's mission and fueling record growth. Within a year of Dr. Leach's arrival at Granite State College, enrollments climbed to new record highs and the College launched its first master's degree. Dr. Leach holds a Ph.D. from Northeastern University and an MBA from Bentley University and has more than two decades of experience as a leader and faculty member.

#### **MELISSA LEE**

*Director of Research*

**Illinois Institute of Technology**

Melissa Lee has been in the field of advancement for more than 15 yrs in a variety of capacities, serving the past five as director of prospect research and management at IIT. She also is in her third year as president of the Illinois Chapter of the Association of Professional Researchers for Advancement.

#### **JENNIFER LERNER**

*Associate Vice President for e-Learning*

**Northern Virginia Community College**

Jennifer Lerner is Associate Vice President for e-Learning at Northern Virginia Community College. NOVA's Extended Learning Institute (ELI) serves over 21,000 distance learning students annually in 35 online degree and certificate programs.

#### **DR. ALAN M. LESGOLD**

*Dean, School of Education*

**University of Pittsburgh**

Alan Lesgold is Professor and Dean of the School of Education at the University of Pittsburgh and also Professor of psychology and intelligent systems. He received his Ph.D. in psychology from Stanford University in 1971 and also holds an honorary doctorate from the Open University of the Netherlands. He

is a Fellow of the American Psychological Association (APA), in experimental, applied, and educational psychology, and also of the American Psychological Society. In 2001, he received the APA award for distinguished contributions of applications of psychology to education and training. In 1995, he was awarded the Educom Medal. He was President of the Applied Cognitive Psychology division of the International Association for Applied Psychology 2002-2006. Lesgold is a Lifetime National Associate of the National Research Council (National Academies). He also was appointed by Governor Rendell as a member of the Governor's Commission on Preparing America's Teachers in 2005.

**KEITH LEWANDOWSKI**

*Marketing Manager*

**Wentworth Institute of Technology**

Keith Lewandowski is the Marketing Manager for the College of Professional and Continuing Education at Wentworth Institute of Technology. Prior to this role, Keith worked at Eduventures, both in Marketing and as a Researcher for the Continuing Education and Online Education teams.

**TRACEY LINDERHOLM**

*Associate Dean for Graduate, Research, Sponsored Programs and Development*

**Georgia Southern University**

Tracy Linderholm is the Associate Dean for Graduate Education and Research, College of Education, Georgia Southern University. She oversees graduate degree programs and promotes faculty/student research activities.

**NORMA JEAN LOFTUS**

*Executive Director*

**Pearson**

**DR. JOHN LOMBARDI**

*Professor of History*

**Louisiana State University**

*Co-Director, Center for Measuring University Performance*

**Arizona State University**

Dr. Lombardi served as President of the Louisiana State University System from 2007-2012, where he also continues to serve as a Professor of History. Dr. Lombardi is also Co-Director of the Center for Measuring University Performance and in that capacity serves as a member of the founding board of the Global Research Benchmarking System. Dr. Lombardi was Chancellor and Professor of History of the University of Massachusetts Amherst from 2002 until 2007. Prior to that, he served in various capacities, including President, Director of The Center for Measuring University Performance, and Professor of History, at the University of Florida from 1990 to 2002; as Provost, Vice President for Academic Affairs, and Professor of History at The Johns Hopkins University from 1987 to 1990; and in various capacities, including Dean of the College of Arts and Sciences, Dean of International Programs, Director of the Latin American Studies Program, and Professor of History, at Indiana University from 1967 to 1987, where in addition he taught a course on international business. Dr. Lombardi serves on the Advisory Board of the Jay I. Kislak Foundation, Inc. He publishes a blog, Reality Check, on Inside HigherEd. He also serves on the Executive Strategic Council of IMS Global Learning Consortium. Dr. Lombardi has authored or co-authored numerous books and articles on a wide variety of topics, including Venezuelan history, measuring university performance, Latin American history, and international business.

**CINDY LOHAN**

*Senior Product Manager*

**Pearson**



**CURT MADISON**

*Director of Distance Education*  
**University of Maine System**

After high school, I left the Midwest for Stanford on a full scholarship in engineering. My interests led me to major in Engineering, then Studio Art, and then Psychology where I built bio-feedback research equipment with Dr. Hilgard in Palo Alto and worked as a research associate at a hospital in Tours, France. I completed my undergraduate degree in three years and hitchhiked to Alaska. There I put my problem solving methods to work designing and building appropriate housing, working as a commercial welder, running a fine woodworking shop, and flying my own two-seat antique airplane to Interior Alaska villages. Most college degrees do not prepare a person for the sub-arctic. Neither did this one.

Forty years later after two more degrees, some awards, and a fair amount of gray hair, I am the Director of Distance Education for the University of Maine System. My position has supervision of nine outreach centers across Maine serving roughly 3,000 students.

**KELLEY MALONEY**

*Director, Marketing and Communication*  
**Duquesne University**

Kelley Maloney is director of marketing and communication for Duquesne University's Enrollment Management Group. Kelley has been with Duquesne since 1994, having held positions with the University's Small Business Development Center and the School of Leadership and Professional Advancement, where she was director of marketing and communication. Prior to her service at the University, she held positions in corporate sales and marketing.

As a key member of the Enrollment Management Group, Maloney works closely with a variety of professionals whose responsibilities include undergraduate admissions, graduate admissions, financial aid, registration, retention, and enrollment research and systems. Kelley earned a Bachelor of Science in Business Administration with a concentration in marketing and a Master of Arts in Corporate Communication from Duquesne.

**MYA M. MANGAWANG**

*Assistant Dean*  
**Northeastern University**

**DR. JOYCE MANY**

*Associate Dean College of Education*  
**Georgia State University**

Dr. Joyce Many serves as the Associate Dean of Academic Programs for the College of Education at Georgia State University. As part of her college responsibilities, she coordinates curricular innovations; program approval, evaluation, and accreditation; and enrollment management. Her recent research focuses on understanding the scaffolding processes used by pre-service teachers and teacher educators and the role of mentoring in academia. Dr. Many formerly served as chair of GSU's Department of Middle and Secondary Education and Instructional Technology. She joined the language and literacy education faculty in that department in 1994. Prior to that time, she was an assistant professor at Texas A&M University and a research scholar at Northern University in Aberdeen, Scotland.

**DR. JIM MARSHALL**

*Associate Dean, College of Education*  
**University of Georgia**

James Marshall holds a Ph.D. in Language, Literacy, and Culture from Stanford University. He was a professor, department chair, and associate dean at The University of Iowa between 1985 and 2005. In 2005 he came as a professor to the University of Georgia and now serves there as Associate Dean for

Academic Programs. He has written books and research articles on the teaching of literature, the teaching of writing, teacher education, and national educational policy.

**DR. SHANE P. MARTIN**

*Dean of School of Education*

**Loyola Marymount University**

Shane P. Martin, an educational anthropologist by training, and expert in the areas of intercultural education, cultural diversity, Charter schools, and Catholic schools, was appointed dean of the LMU School of Education in 2005. Dean Martin is visible in the education community as chair of the Green Dot Public Schools Board of Directors, and a member of Loyola High School of Los Angeles Board of Regents and Teach For America Los Angeles Board. He is a speaker in a variety of arenas — civic, business, and education — and keynotes conferences in the United States and internationally. Professional activities include serving as past president of the Association of Jesuit Colleges and Universities Education Council and regular invitations to review articles and manuscripts.

In addition to honors in “Who’s Who in the World, in America, and in Education,” Martin received the National Catholic Educational Association’s (NCEA) Michael J. Guerra Leadership Award in 2005 and Catherine T. McNamee, CSJ, Award in 2009, and the Loyola High School Alumni Association’s Cahalan Award in 2008. He is a member of the National Council for Accreditation of Teacher Education (NCATE) Board of Examiners and the California Committee on Accreditation Board of Institutional Reviewers, and serves as a state commissioner to the California Commission on Teacher Credentialing. He is currently chair of the American Educational Research Association (AERA) Special Interest Group (SIG) on Catholic Education.

Dean Martin earned his Ph.D. in International and Intercultural Education at the University of Southern California, a Master of Theology degree at the Jesuit School of Theology in Berkeley (JSTB) with a specialization in Hispanic Ministry, and his Master of Divinity degree also from JSTB. An LMU alumnus, he graduated with a Bachelor of Arts in History in 1980 and holds his California State Clear Secondary Teaching Credential. Before returning to LMU as a faculty member, Martin’s classroom teaching experience included six years in middle and secondary school settings and work in 17 Latin American countries.

Dean Martin’s published books are: *Justice, Care, and Diversity: Addressing the Needs of All Students in Catholic Secondary Schools* (NCEA, 2009), with E.F. Litton, *Equity, Advocacy and Diversity: New Directions for Catholic Schools* (NCEA, 2004), with E.F. Litton, and *Cultural Diversity in Catholic Schools: Challenges and Opportunities for Catholic Educators* (NCEA, 1996). He has contributed too many peer-reviewed publications on the topics of cultural diversity in Catholic schools, technology and learning, social justice in education, and multicultural education. He also has presented numerous scholarly papers, including those at the National Catholic Education Association, the American Anthropological Association, and the American Educational Research Association.

Dean Martin believes the key to school success is the network of relationships and partnerships that support the whole child.

**DEE MASIELLO**

*Assistant Dean for Graduate Faculty and Academic Affairs*

**Northeastern University**

Dee Masiello is the Assistant Dean for Graduate Faculty and Academic Affairs at CPS. Prior to this role, which she assume in November of 2011, she worked at the Northeastern University College of Business in a variety of roles including program management, recruiting and admission and, lastly, as the Director of the Online MBA program which she was responsible for all operational components of the program from its launch in November of 2006. Prior to Northeastern University, Dee worked for the Sloan School of Management at MIT, supporting the Sloan Fellow Program, a one year, executive MBA for high potential employees. Before MIT, Dee was at Harvard Medical School in Alumni Affairs. She has her M.Ed degree, with a focus in leadership of higher education institutions from Northeastern University. Dee also teaches at Northeastern, serving as an instructor for the online MBA program in

areas of Organizational Behavior, International Business, Entrepreneurship, and Leading Teams. In addition, she teaches for the College of Professional Studies in both the M.Ed program as well as the Graduate Leadership programs. Dee will begin her doctoral studies in January. She enjoys traveling and has been to dozens of countries including western and eastern Europe, South America, India, China and the Philippines.

**CRAIG MASLOWSKY**

*Vice President Enrollment Management*

**Excelsior College**

Craig Maslowsky is responsible for managing the marketing, admissions, financial aid, and partnership development efforts for Excelsior College. Prior to joining Excelsior, Craig served as Director of Enrollment Operations for The College of Westchester, National Director of Recruitment with Lesley University, and Director of Business Development at University of Phoenix.

Mr. Maslowsky has a background in offering non-traditional educational offerings to adult student populations on a national level for both for-profit and not-for-profit institutions of higher education. His expertise and interest lies in inquiry management, training system development, e-marketing and the integration of new technology to improve the enrollment experience for students.

**DR. GARY MASSEY**

*Dean for Adult Higher Education*

**Columbia College of Missouri**

Dr. Gary Massey is Dean of Adult Higher Education, responsible for daily operations of 35 nationwide campuses and Online Campus. He has been with Columbia College since 1995. Gary has a Master of Arts in management and a Master of Arts in human resource management, as well as a Doctor of Management. Columbia College has been a member of Eduventures since 2007.

**JEFFREY MCCAFFERTY**

*Associate Vice President, Strategic Planning*

**American Public University System**

Jeffrey McCafferty has been with APUS since 2003 and is the Associate Vice President of Strategic Planning. In that role, he helps direct the strategic planning process and assists in preparing the annual plan and various business plans. He also conducts an array of market and program research to inform institutional decisions. Prior to his tenure at APUS, Jeffrey worked for Arthur D. Little, Inc. and ICF Consulting, Inc. consulting to higher education institutions and helping to manage consortia of universities that provided training and executive education to federal agencies. Jeffrey previously served for nearly a decade as Special Assistant to the Provost at American University. He holds a Master's degree in International Communication from American University and Bachelor degrees in International Affairs and Economics/Business from Lafayette College, and is a member of Phi Beta Kappa.

**DR. JOHN MCCARTHY**

*Associate Dean*

**Kutztown University of Pennsylvania**

Dr. John McCarthy--Associate Dean for the College of Education at Kutztown University, Kutztown, PA. Dr. McCarthy coordinates preparations for re-accreditation by the National Council for the Accreditation of Teacher Education (NCATE) along with numerous curricular and student related responsibilities. Prior to this appointment, John served as the Director for the Office of Program Evaluation and Assessment at the New York College of Osteopathic Medicine of the New York Institute of Technology, where he was lead author and developer of an institutional (medical college) Longitudinal Student Learning Outcome Assessment Plan.

**JACK R. MCCARTY***Executive Director of Development***Mississippi State University Foundation**

Jack R. McCarty began a career in development in 1994 and currently serves as the Executive Director of Development for the MSU Foundation, Inc. and secretary of the MSU Foundation Board of Directors. In his role, he provides leadership in all areas of giving. He is a MSU alum and his career has included major gift roles with MSU's College of Business and the College of Agriculture and Life Sciences and with Ducks Unlimited, Inc.

**KAREN MCCAULEY***Interim Associate Vice President for Central Development and Operations***Auburn University Foundation**

Karen McCauley currently serves as the Interim Associate Vice President for Development at Auburn University, where she oversees and provides support for the University's Central Development and Operations. With over 15 years of professional development experience in higher education and non-profit leadership roles, Karen has served in varied leadership roles. She served as the State Director for the Alabama Association of Habitat for Humanity Affiliates where she was the chief executive officer. Her work with Habitat for Humanity led her to be appointed to Habitat for Humanity's U.S. Council, the highest governing body in the United States. She received numerous awards during her tenure with Habitat for Humanity including the Clarence Jordan Visionary Award and 2011 Servant Leader of the Year. Karen is a Certified Fund Raising Executive (CFRE) and also completed the Harvard Business School's Strategic Perspectives in Nonprofit Management. Karen graduated from the University of Georgia with a bachelor's in Journalism and completed a Masters of Communication at Auburn University. She and her husband Tom reside in Auburn, Alabama with their four sons, Thomas, Jackson, Dwight and Joseph.

**MATTHEW MCCORMICK***Market Research Manager***Walden University****KATIE MCDONALD***Educational Technologist***St. John Fisher College**

As educational technologist I provide technical and pedagogical training and support to all faculty on campus, including those teaching fully online and hybrid courses.

**JOSH MCGAFFIC***Account Executive Higher Education***Turning Technologies****MARY ELLEN MCGILLAN***Vice President, Alumni and University Relations***Hawaii Pacific University****DR. JAMES MCLEAN***Dean, College of Education***University of Alabama**

Dr. McLean is currently a University Professor and the Dean of the College of Education at The University of Alabama. He has graduate training in statistics, measurement, evaluation, research, and educational psychology coupled with 40 years experience teaching and researching in these areas. He also has over 30 years of administrative experience as a program chair, area head, director, assistant dean, and dean. During the past 35 years he has directed, co-directed, or administered well over funded 100 research, assessment, and evaluation projects funded for more than six million dollars. Professionally, he has

served as the Chair of the AERA Special Interest Group for Professors of Educational Research, President of the Mid-South Educational Research Association, Vice President for Research of the Holmes Partnership, and is on the Board of the Alabama Association for Teacher Education. Dr. McLean holds B.S., M.Stat., and Ph.D. degrees from the University of Florida.

**DR. KIM METCALF**

*Dean, College of Education*  
**University of West Georgia**

Education: Ph.D. from Ohio State University; M.A. in Teacher Education/Educational Research and Evaluation; B.S. in Music Education (K-12); 2008 - Present, Dean, College of Education, University of West Georgia; 2006-2008, Director of The Evaluation Center at University of West Georgia.

**DR. BOB MICHAEL**

*Dean, School of Education*  
**North Georgia College & State University**

Bob Michael is the Dean of the School of Education at North Georgia College and State University, a unit of the University System of Georgia. His areas of interest include Professional Development Schools, international placements for pre-service teachers, and the concept of Education as a Human Right. Bob received his BA in Psychology at Washington University (St. Louis) and his master's and doctorate degrees in Educational Administration and Supervision at Georgia State University.

**PAUL MILAKOVICH**

*Associate Vice President, Operations*  
**Marquette University**

Paul Milakovich is the Associate Vice President for University Advancement at Marquette University in Milwaukee, Wisconsin. Mr. Milakovich is responsible for all financial and operational aspects of the university's 150 person University Advancement staff. Mr. Milakovich has his BA from Coe College, Cedar Rapids, IA (1983) and his JD from Marquette University (1988). He has over 20 years on non-profit management experience with social service, health care and higher education institutions.

**ABIGAIL MILEY**

*Director of Gift Planning and Capital Support*  
**University of Evansville**

**BRAD MILLER**

*Vice President of Marketing*  
**Drexel e-Learning**

**LYNN MINOR**

*Director of Assessment Center*  
**Valdosta State University**

**KEVIN MOLLOY**

*Vice President, Online Learning Solutions*  
**Pearson**

Kevin Molloy is Vice President for Online Learning Solutions at Pearson Education. He is responsible creating new delivery and business models for Higher Education customers around access, affordability, and accountability. Kevin came to Pearson with more than 25 years of Higher Education experience most recently as a part of the management teams at PeopleSoft and SunGard Higher Education. He has also held roles as a college administrator, adjunct instructor, and thought leader in speaking nationally on higher education topics such as student access, student retention, emerging technologies, and public/private partnerships. Kevin has extensive experience and success in leading statewide and

system wide technology decisions and in creating new types of business opportunities for colleges and universities. He has also been instrumental in creating and leading executive briefings, competitive intelligence strategy, and the coordination of overall corporate sales messaging and presentation delivery.

Most recently Kevin's national speaking engagements have included sessions at ACCCA, ACCRAO, NACUBO, CIC, ACE, and EDUCAUSE conferences on the topic of creating a "Performance Campus".

During his on campus years his assignments included College Business Officer, Financial Aid Officer, and Student Admissions and Retention coordinator. He was also responsible for leading the student information system implementation at Marist College early in his career as a part of the IBM/ Marist College Joint Study on Technology.

Kevin has his BS Degree from SUNY Oswego and an MPA degree from Marist College. Kevin and his wife Cathleen live in Grand County Colorado

### **KATHY MOODY**

*Coordinator, Assessment systems and online programs*

**North Georgia College & State University**

I am the Coordinator of Assessment Systems and Online programs at North Georgia College & State University. I work on the collection and analysis of course and program data. In addition, I am the on campus faculty and student support for LiveText, Inc, our online assessment management system.

### **JORDAN MORTON**

*Credentialing Coordinator and Program Director for the School of Education*

**TCS Education System**

My career in education spans over 20 years. Having been a middle school and high school teacher and school administrator, I am now a university staff and faculty member. I hold a California teaching credential, administrative services credential, and cross-cultural language and academic development certificate. I earned a BA in English from the University of Oregon and an M.Ed. in Education Administration from Grand Canyon University. I am currently pursuing a Ph D in Education with a specialization in Curriculum, Instruction, and Assessment at Walden University. My research interests lie in the areas of teacher training, including progressive teaching methodology, assessment, and student engagement.

### **KRISTIN MULLANEY**

*Associate Dean for Campus Development & New Initiatives*

**Granite State College**

Kristin Mullaney is the Associate Dean of Campus Development & New Initiatives at Granite State College. Kristin works with a team of Directors of Student Services that oversee nine academic centers throughout the state of NH. The focus of her work is on various initiatives around deploying strategies and systems in the recruitment and retention of a very diverse student population. Prior to joining Granite State College, Kristin was the Assistant Dean of Faculty and Academic Affairs at Northeastern University's College of Professional Studies. Kristin earned her B.S. in Hospitality Management from Johnson & Wales University and her M.Ed. with a focus in Corporate & Organizational Learning from Northeastern University.

### **KATHI MULLIN**

*Special Assistant to President*

**Granite State College**

Kathi Mullin serves as Chief of Staff at Granite State College in Concord, NH. Prior to joining Granite State College she was the Associate Dean for Undergraduate Programs at The College of Professional Studies at Northeastern University. Kathi also has extensive experience in the public school system



where she was a nationally recognized expert in urban school reform and worked tirelessly to ensure that all students in the Boston Public Schools had access to a high-quality relevant education. Beginning her career in the urban school district thirty years ago as a special education teacher and leaving as the Special Assistant to the Superintendent of Schools, Kathi has remained committed to creating educational opportunities for all students. In her current role at Granite State College, she continues this professional commitment by overseeing and participating in the development of innovative graduate and undergraduate programs which are responsive both to the educational needs of the College's adult students and the workforce development needs of the state of New Hampshire. Kathi holds a B.S. from Boston State College and an Ed.M. from the University of Massachusetts.

Granite State College is celebrating its 40th anniversary in 2012, along with record enrollments college-wide. As part of the University System of New Hampshire, GSC empowers students to fulfill their dreams via innovative higher education degrees and programs. GSC serves over 3,500 students statewide and beyond annually, and has served over 54,000 New Hampshire students since 1972. GSC proudly delivers practical and relevant education in the classroom and online, offering associate, bachelor's and master's degrees, post-baccalaureate programs for teacher education and a variety of transfer opportunities. GSC is committed to empowering and educating students, by delivering unparalleled, high-quality education in an affordable, flexible and innovative setting. Granite State College provides access at 10 locations across the state, including Manchester, Nashua, Concord, Portsmouth, Rochester, Claremont, Lebanon, Conway, Littleton and Berlin.

#### **TERESA MUNFORD**

*Associate Vice President for Development*  
**College of William and Mary**

Teresa Munford is the Associate Vice President for Development Operations for the College of William & Mary. In this role since 2006, Teresa leads the teams responsible for prospect management and research, computing services and accounting, university events, communications, and donor relations. She also serves as chief administrative officer for the development program overseeing all human resources and budget matters. Teresa began her development career in computing systems and programming at William & Mary as a student over 25 years ago. At the completion of the College's first comprehensive campaign in the early 90s, Teresa moved into frontline fundraising as Director of Development for Liberal Arts & Sciences at the University of Connecticut and later at Randolph-Macon Woman's College as Associate Vice President for Development and Manager of the *Vita Abundantior* campaign. In her spare time, Teresa has worked with small local nonprofit organizations to incorporate professional fundraising methods and data management practices into their fundraising programs.

#### **SUZANNE MURPHY**

*Special Assistant to the President*  
**Simmons College**

Suzie Murphy is Special Assistant to the President, appointed in 2010 to ensure success of Strategy 2015 initiatives. Prior to coming to Simmons, she was special assistant to the president at Emmanuel College and was an adjunct faculty member in their Graduate and Professional Programs. Murphy's experience spans multiple industries from financial services, to management consulting, to higher education. Previous companies and positions include Monitor, a Cambridge-based strategy consulting firm specializing in top management issues most critical to long-term competitiveness. At Monitor, Murphy was a member of the Global Human Assets Team, focused on talent management and leadership development. At Arthur Andersen, a former big 5 consulting firm, she was a Manager in their Change Management practice, focused primarily on the financial services industry. Murphy sits on the board of directors for a nonprofit, Delta Projects. She has done both volunteer work and fund raising for the American Red Cross and Best Buddies. Murphy holds a B.A. from the College of the Holy Cross and an MBA from the Carroll Graduate School of Management at Boston College.

**DAVID MURRAY**

*Executive Director for Special Campaigns & Initiatives*  
**Syracuse University**

Currently manages campus-wide fundraising efforts, mini-campaigns, and special campaigns. Previously served as Assistant Dean for Advancement, Syracuse University Libraries and Syracuse University Press. Prior experience in public broadcasting and college fraternity fundraising, direct marketing consulting, donor database systems, and predictive modeling.

**MARY MYER**

*Manager of Survey Research & Operations*  
**Boston College**

Beth Myer is a trained research and operations professional with over a decade and a half of experience under her belt. In her current position as Manager of Survey Research & Operations for the Enrollment Management Office at Boston College, Beth is responsible for compiling over forty institutional surveys annually to manage BC's data representation in guidebooks and ranking organizations such as U.S. News, Princeton Review, and the College Board. In conjunction, she also tracks survey related statistics/rankings for BC and their major competitors, which not only includes analysis of BC's own data, but careful evaluation and benchmarking of BC's peer institutions for competitive analysis and projection modeling. Beth is also responsible for managing BC's Admitted Student Questionnaire which goes out to over 10,000 students, along with designing web based surveys on enrollment related trends as needed. In her operational role, Beth regularly writes executive summaries and annual reports, verifies survey based data for University sponsored publications, and manages her department's research budget and technology initiatives.

Prior to joining Boston College, Beth was employed at AMR Research (which is now part of Gartner) as an Analyst on their Quantitative Research team. While there, she was responsible for conducting market research on the technology industry. This included: statistical analysis of data for report use and client inquiries, aiding in questionnaire and sample design, fielding online surveys/analyzing results, writing newsletter articles, and contributing written content to reports.

Beth received her M.S. from Boston College and her B.A. from Regis College. She has also completed a Certificate program in Project Management & Business Analysis from Boston University. Her professional Affiliations Include: the American Association for Public Opinion Research, the Association for Institutional Research, and the American Marketing Association.

**DENISE NADASEN**

*Associate Vice President for Institutional Research/Accountability*  
**University of Maryland - University College**

**FLORIAN NICKELS-TESKE**

*Strategy Manager*  
**The Open University**

Florian Nickels-Teske is a Strategy Manager at the Open University (OU) in the United Kingdom. Prior to joining the OU, Florian worked in strategy consulting across a range of different industries and functions.

**JAMES NOFFKE**

*Executive Director, Center for Enhancing Philanthropy*  
**University of Texas System**

As Executive Director for the Center for Enhancing Philanthropy, Jim works with the 15 institutions that make up The University of Texas System to enhance philanthropic support. He brings over 25 years experience as a staff member and consultant to various higher education institutions and non-profit organizations, and is an experienced leader whose strategic thinking, creativity, teamwork and problem-

solving skills provide valuable fund-raising resources.

A nationally recognized expert in higher education advancement, Jim most recently served as Vice President of CCS Fundraising, one of the nation's leading campaign fundraising consulting and management companies. During his consulting and professional career, two institutions received the prestigious Council for Advancement and Support of Education (CASE) International Awards for most improved fund raising and overall fund-raising performance.

**DR. RONALD NOWACZYK**

*Provost and Academic Vice President*

**Clarion University of Pennsylvania**

- Prior administrative experience includes Dean of Arts and Sciences (University of New Haven: 2006-2011), Associate Vice Chancellor for Economic and Community Development (East Carolina University: 2003-2006)
- ACE Fellow (University of Delaware: 2001-2002)
- Disciplinary Background: Ph.D. in Cognitive Psychology, Miami University (Ohio)

**ANNA NUBEL**

*Assistant Vice President for Alumni Relations*

**Creighton University**

Anna Scherr Nubel is the Assistant Vice President for Alumni Relations at Creighton University in Omaha, Nebraska. She joined Creighton in 2001 as an Assistant Director for Alumni Relations overseeing reunion programs in 8 schools and colleges. She has also worked with Alumni Clubs and chapters in regional areas across the country and special events for alumni in the Omaha area. In 2004, she was promoted to Associate Director for School and College Programs overseeing alumni programs and services for three undergraduate schools and five professional schools. In 2010, she was named Assistant Vice President managing all alumni programs while ensuring the quality of the Creighton experience both on and off the campus for the University's network of engaged and inspired alumni and friends.

**DR. LYNN OLSON**

*Dean*

**St. Joseph's College of Maine**

Lynn Olson has been the Dean of the Division of Graduate and Professional Studies since May, 2005, responsible for all online undergraduate and graduate programs, summer session and continuing education programming. She has an MBA from the University of Southern Maine, and over 20 years experience within higher education administration in such positions as Assistant to the Vice Chancellor for Academic Affairs for the University of Maine System, Statewide Coordinator of Training and Special Projects for Maine's Small Business Development Centers and 13 years as the Chief Financial Officer for the Maine Community College System, responsible for all financial and administrative IT issues. Lynn is also President of Olson Associates, a management consultancy specializing in business performance enhancement and compliance areas.

**KATE O'NEILL**

*Director of Student Services*

**Granite State College**

Kate O'Neill is the Director of Student Services for the Granite State College, Claremont and Lebanon campuses. Kate coordinates the center based services for students such as academic coaching, advising, ongoing workshops, and all activities which assist learners in degree completion. Prior to joining Granite State College, Kate was the Program Director of the Farm and Wilderness Foundation, a nonprofit organization dedicated to youth leadership development through outdoor education, wilderness adventures and sustainable agriculture programs. Kate has served as the Director of Education for the Spring Brook Farm School in Reading Vermont, which hosts week long educational programs for New

York City public schools, Boston public schools and local Vermont schools throughout the year. Kate earned her B.A. from Prescott College in Multicultural Education, and her M.Ed. in Administration and Supervision with Principal Certification from Antioch New England University.

**SHAWN O'RILEY**

*Executive Director, University College*  
**Adelphi University**

Shawn O'Riley has been the Executive Director of University College at Adelphi University since 2006. University College encompasses adult undergraduate degrees, multidisciplinary graduate and certificate programs, the Office of Continuing Education and Professional Development, and the Office of High School and Pre-College programs.

**BRIAN O'ROURKE**

*Director of Development and Alumni Affairs*  
**Clemson University**

Brian O'Rourke is the Executive Director for Development and Alumni Relations for Clemson University. He also serves as Executive Director of the Clemson Alumni Association.

O'Rourke first came to Clemson in the late 1970s as a freshman, sight unseen, from Massachusetts. "The Clemson community embraced me," he recalls. "I was a Yankee from Hanover, but by second semester, I was at home."

He earned a bachelor's degree in administrative management in 1983 and a master's in personnel services in 1985. While at Clemson, he was a basketball manager and was inducted into Tiger Brotherhood, Alpha Tau Omega and Blue Key Honor Society. After graduation, he spent five years as director of field activities for the Clemson Alumni Association.

O'Rourke went on to become vice president of development for St. Francis Health System in Greenville, where he also served as executive director of its foundation. And more recently he was a senior consultant for Corporate DevelopMint, a Charleston-based fund-raising consulting firm.

Throughout his career, he's remained an active donor to Clemson academic and athletic programs and has served in volunteer and leadership roles. Now, as director of development and alumni affairs, O'Rourke will oversee and ensure close collaboration of Clemson's alumni relations and fund-raising programs.

Brian and his wife, Amy, whom he refers to as "my greatest asset," have two sons, Josh and Nick Kendrick.

**DEBRA ORR**

*Executive Director of Technology, Chief Information Officer*  
**Simmons College**

IT executive with over twenty five years of diverse senior management experience. Proven track record in driving IT strategy, vision and implementation to achieve business and compliance objectives in a broad range of business environments and higher education. In-depth knowledge of diverse infrastructure and information systems, project delivery for enterprise solutions.

**DR. KELLY OTTER**

*Associate Dean for Graduate Programs*  
**Northeastern University**

Kelly Otter, Ph.D., serves as the Associate Dean for Graduate Academic and Faculty Affairs for the College of Professional Studies at Northeastern University. Dr. Otter is responsible for developing

professional programs and for market and competitive positioning at the graduate level for regional, national, and international delivery. She is also responsible for faculty recruitment and development.

Prior to joining Northeastern University, Dr. Otter was the associate dean of the College of General Studies at the University of Pittsburgh where she was responsible for academic program development; assessment and evaluation; enrollment management, including marketing and recruiting; technology-mediated curriculum delivery methods; advising; student development and retention programs for nontraditional students; budgetary issues; and alumni relations. Dr. Otter oversaw the establishment of the Office of Veterans Services, the hiring of personnel, and the cultivation of University and community partnerships to support the program. At Pitt, she served on the Provost's Advisory Committee on Undergraduate Programs, the Enrollment Management Committee, the University's Athletic Compliance Committee, the Provost's Advisory Committee for Women's Concerns, the University's Institute of Politics, and the Working Group on Using Assessment to Improve the Student Experience to support the University's self-study as part of the Middle States accreditation process. As a member of the Pennsylvania Region -13 Education Task Force, she collaborated with area community colleges and emergency responders to develop a curriculum and transfer agreement for a program in national preparedness.

She has extensive experience with academic program development and oversight, as well as in technology-mediated education. Dr. Otter has administered programs in multiple educational environments in traditional undergraduate and graduate liberal arts programs. These experiences led to the cultivation of inter- and intra-institutional partnerships to support professionally oriented degree and non-degree programs. She has taught courses in speech and media studies at New York University and at the University of Pittsburgh.

Before moving to Pittsburgh, she served as the assistant dean of the School of Arts and Sciences at the College of New Rochelle, and prior to that was the associate director of the Department of Film, Video and Broadcasting in the School of Continuing and Professional Studies at NYU.

She is a member of the University Professional and Continuing Education Association (UPCEA), and serves as vice chair of the Outreach and Engagement Community of Practice. She is also a member of the International Leadership Association, and the National Association of College and Business Officers.

At national conferences and workshops, Otter has spoken on topics such as organizational models in continuing education, various topics on distance education, and learning in retirement. Her most recent publication is an article, "The Role of Faculty in Online Education," in *How to Develop Online Courses/Program*, in progress for 2012 publication by Libraries Unlimited.

Dr. Otter holds a BA in communications from the University of Michigan; an MA in radio, TV, and film from Wayne State University; and a PhD in arts and humanities education from the Steinhardt School of Education at New York University. She taught courses in speech and media studies at New York University and at the University of Pittsburgh.

**DR. MICHAEL J. PADILLA**  
*Director & Associate Dean*  
**Clemson University**

Michael J. Padilla is Director of the Eugene T. Moore School of Education at Clemson University in Clemson, South Carolina. He was formerly a professor, associate dean and department chair of Science Education at the University of Georgia. Dr. Padilla has taught science in the middle and secondary school, has expertise in middle grades teacher education and served as one of the writers of the U.S. National Science Education Standards, released in 1996. He has extensive leadership experience, having served as PI on three NSF and numerous US Department of Education grants for a total of over \$35 million in funding.

**WILLIAM PAGE***Publicity Marketing Manager***University of Connecticut – Storrs**

Bill Page has worked in the University of Connecticut's Office of Market Research and Planning since 2002. In that time, he has taken on various roles involved with operations from the ground up. He is currently the Marketing Manager in charge of CRM, marketing, media plans, and market research. He holds a MA in Survey Research from the University of Connecticut.

**JAMES PALINCSAR***Senior Vice President for Development***Texas A&M University**

James Palincsar has served in higher education for more than 35 years. As Senior Vice President for Development for the Texas A&M Foundation, he oversees 60 employees and all major gift fundraising activities for the foundation benefiting Texas A&M University, the nation's seventh largest university with more than 49,000 students. Palincsar joined the foundation in 1990 as Campaign Director. Under his direction, the university launched a \$500M fundraising campaign, the largest to date at the time for a public university, which ended in 1996 with \$637M. Also under his direction, the university launched a \$1B campaign in 2000 and completed it with more than \$1.5B in 2006. Over the past 21 years, annual private gift support has grown from \$40M to \$212M, ranking Texas A&M University consistently among the nation's top 20 public institutions. Foundation total assets have grown from \$170M to over \$1.3B and Trust Company assets under management have grown from \$15M to \$113.2M. Palincsar began his career at Augustana College, his alma mater, in Rock Island, Illinois, where he helped staff a successful capital campaign. From 1985 to 1990, he served as Director of Development for the College of Liberal Arts and Sciences at the University of Florida. Palincsar earned a master's degree in education from Western Illinois University. He and his wife, Margaret, have two grown sons.

**JERRY PATTON***Assistant Dean for Adult Higher Education***Columbia College of Missouri**

Jerry Patton serves as Assistant Dean for Adult Higher Education. Jerry Patton has worked in a number of positions from Academic Advisor to Academic Advisor Coordinator and Trainer to Assistant Direct of Administration for the Online Campus and now as Assistant Dean for Adult Higher Education.

Jerry graduated with a Bachelor of Science degree in business administration from Columbia College, For Leonard Wood Campus. He earned a Master of Business Administration from the University of Missouri-Columbia.

**SHILPA PATWARDHAM***Program Development Manager***Deltak**

Shilpa Patwardhan is a Program Development Manager with Deltak. In this role, she works with partner schools to create innovative, high quality online learning experiences. Shilpa most recently was involved in a couple of mobile learning projects at Harvard as an intern. She participated in the analysis of data for the Handheld Augmented Reality Project (HARP) and was supervised by Prof. Chris Dede. She also interned with the Educational Technology Group at Harvard Business School and conducted an evaluation of their mobile learning projects. Prior to that, Shilpa worked as the Director of Instructional Design in the School Education Practice at Tata Interactive Systems. Shilpa has worked in the field of elearning and educational technology since 2001. She holds an Ed.M. in Technology, Innovation, and Education from Harvard University and a B Arch from Mumbai University.



**DR. ANN PAULINS**

*Associate Dean - Academic Engagement & Outreach*  
**Ohio University**

Ann Paulins is Associate Dean for Academic Engagement and Outreach at Ohio University in The Patton College of Education. She holds a Ph.D. in Consumer Aspects of Textiles and Clothing from The Ohio State University and is Professor in the Department of Human and Consumer Sciences at Ohio University, where she teaches in the Retail Merchandising and Fashion Product Development Program. Dr. Paulins has extensive experience in online course development and an interest in innovative and effective pedagogy.

**JOE PAUWELS**

*Assistant Vice President, Advancement Services*  
**Ohio University**

A recent addition to the Ohio University team, Joe is Assistant Vice President for Advancement Services. He joined OHIO from Embry-Riddle Aeronautical University in Daytona Beach, Florida, where he spent more than eight years as the Executive Director of Development Services. A graduate of Michigan State University, Joe also spent time in the Advancement offices at Northern Arizona University and the University of Michigan.

**REBECCA PEARSON**

*Research Associate*  
**New York University**

Rebecca Pearson joined NYU-SCPS in 1999 as public affairs writer, and in 2002, became assistant director to the associate dean for strategic marketing communications managing the marketing budget, human resources, and research initiatives. In 2004, Ms. Pearson was appointed research associate in the newly created Office of Strategic Development. Ms. Pearson received her bachelor's degree from Rider University in New Jersey. In 2007, she received her Master of Arts in Education, Communication and Technology at NYU Steinhardt School of Culture, Education and Human Development.

**MARK PETRIE**

*Associate Vice President*  
**SUNY Buffalo State College**

Mark Petrie is a member of the Vice President of Student Affairs management team along with the AVP for Campus Life, AVP and Dean of Students, and the Intercollegiate Athletics Director. As the EM, he works directly with the President's Cabinet in setting enrollment goals and objectives, and develops the plan to achieve targeted enrollments. Mark has worked in higher education for more than 20 years in a variety of roles and administrative offices including central information technology, admissions, academic planning & budget, and enrollment management. He earned his MBA from the State University of New York at Buffalo, and a B.S. in Computers and Information Systems, as well as Finance, from King's College in Wilkes-Barre, PA.

**TRICIA PETTY**

*Assistant Vice President, Marketing Operations*  
**West Virginia University**

Tricia Petty is the Associate Vice President in WVU's Division of University Relations. In this position, she oversees strategic marketing and communication initiatives, market research projects, the visitor's resource center, and trademark and licensing services. She also assists with public relations efforts, social and new media initiatives, and presidential communications.

Tricia has worked in higher education for 18 years. She began at WVU in January of 2000 in Enrollment Services as assistant to the AVP. She went on to serve as the Director of Undergraduate Student

Recruitment for 2 ½ years. During her time in Enrollment Services, she helped implement extensive recruitment and marketing strategies, helped design campus visitation programs, and partnered with others on and off-campus to help the university successfully meet its enrollment goals.

Prior to coming to WVU, Tricia worked at the University of Georgia in the Department of Student Activities where she supervised the campus programming board. She also helped create UGA's Leadership Development program for emerging and established student leaders. In 1997, she received the National Association for Campus Activities C. Shaw Smith Award, selecting her as the nation's outstanding young professional in campus life programming that year.

Tricia has a Bachelors degree from the University of Virginia and a Masters degree from the University of Georgia.

#### **DR. GLORIA PICKAR**

*Group President and Chief Academic Officer*

**EmbanetCompass**

Dr. Gloria Pickar is Group President and Chief Academic Officer, has served on the leadership team since 1999 and as President since 2004. In addition to her tenure here, she has over 25 years of higher education leadership and faculty experience with 11 years as an academic dean.

Dr. Pickar has broad higher education experience in healthcare, education, and business. She directed nursing and other health programs from start-up through accreditation. She has served on the faculties of both community colleges and universities, including Seminole State College of Florida, Valencia College, University of Florida, and Florida Southern College.

Dr. Pickar earned her Bachelor's degree in Nursing, Master's degree in Nursing Education, and Doctoral degree in Higher Education Administration from the University of Florida. Her nursing and higher education career includes two years in private practice as a corporate and personal wellness counselor and consultant. Dr. Pickar authored two nursing textbooks published by Cengage Learning; the first textbook, *Dosage Calculations*, is a bestseller currently in its 9th edition and the second text is in its 3rd edition.

#### **CRAIG PINES**

*President and CEO*

**Deltak**

#### **DR. KATHY PLAYER**

*President*

**Grand Canyon University**

Dr. Kathy Player joined Grand Canyon University in 1998 and has served in several leadership roles culminating in her appointment as President of the University on August 1, 2008. Previously, she served as Provost and Chief Academic Officer, a promotion she received in July 2007. Dr. Player also served as the Dean of the Ken Blanchard College of Business and the College of Entrepreneurship.

Dr. Player is responsible for all of the academic and related administrative functions of the University. She provides the leadership and vision for advancing the University's commitment to providing quality academic programs leading to competitive preparation for the workforce of today and tomorrow. In addition, she brings an outstanding level of scholarship and professionalism to the role as president. She has numerous publications in both journals and books including, *Words of Wisdom from Pivotal Nurse Leaders* (Sept 2008) and *Pivotal Moments in Nursing: Leaders Who Changed a Path of a Profession*, Volume I and Volume II (2004 & 2007) to name a few.

Dr. Player was appointed by Governor Jan Brewer to Arizona's Commission for Post Secondary Education. Since 2009, she has served as a Peer Reviewer for the Higher Learning Commission and

serves on the National Council of State Boards of Nursing's (NCSBN) Journal of Nursing Research, is a board member for Scottsdale Hospital healthcare system, and St. Luke's Behavioral Health Hospital. In addition, she chairs the board for the Independent Colleges and Universities in Arizona (ICUA) representing private accredited institutions throughout the state. Dr. Player was the second Vice President for the American Nurses Association (2006-2007), and served as a board member for the American Nurses' Credentialing Center (2006-2007), Arizona Nurses' Foundation (2006-2011), and was past president of the Arizona Nurses' Association (2001-2005).

Dr. Player was named Arizona's Who's Who in Business - # 2 Ranked Woman in Education 2011, awarded a RWJ Executive Nursing Fellowship in Leadership (2002-2005) and is an invited member of the Global Nursing Exchange. She also served as the past Vice President of Nu Upsilon chapter of Sigma Theta Tau and is a current member of the Beta Mu chapter of Sigma Theta Tau.

Dr. Player has an earned Doctorate of Education in Counseling Psychology from Argosy University (formerly known as University of Sarasota) (Florida); an MBA from Grand Canyon University (Arizona); a Master's of Science in Nursing from Grand Canyon University (Arizona); a Master of Science in Counseling from Nova Southeastern University (Florida); and a Bachelor of Science in Nursing from St. Joseph's College (Maine).

### **REBECCA POW**

*Associate Dean – Academic Outreach*  
**University of Alabama**

Rebecca Pow is Associate Dean for Academic Outreach with The University of Alabama College of Continuing Studies. She directs the development, delivery, and management of academic credit programs facilitated in non-traditional and distance formats for The University of Alabama. She has served UA for nearly 30 years, working primarily with non-traditional credit offerings for adult learners. She holds a baccalaureate in advertising and masters in higher education administration from The University of Alabama.

### **DR. DAVID PRASSE**

*Dean, School of Education*  
**Loyola University of Chicago**

David Prasse is Professor and Dean, School of Education, Loyola University Chicago. He is the author of numerous publications on school psychology and special education and the law, and recently has contributed to education reform initiatives at local, state and national level assisting states and districts in the implementation of Response to Intervention systems. He received his Ph.D. in School Psychology from Indiana State University.

### **JARREL PRICE**

*Group Head*  
**Height Analytics**

Mr. Price was part of the team that launched Height Analytics in January 2009. He now leads Height's Education Services Team which has built a strong reputation for its analysis of the student lending, postsecondary for-profit, k-12 and education technology markets. Previously, Mr. Price served on FBR Capital Markets' Washington Policy Analysis team. Prior to FBR, he worked for the Department of Homeland Security's Office of Legislative Affairs where he helped secure additional emergency preparedness funding in the wake of Hurricane Katrina. Mr. Price also spent several years as a consultant to the Department of State and Department of Defense, using his Arabic language skills to support capacity development in the Middle East. He is a frequent contributor to media outlets including Bloomberg News, Wall Street Journal, Chronicle of Higher Education, Time Magazine and National Public Radio. Mr. Price graduated Summa Cum Laude from Hamilton College with a B.A. in Government and maintains the Series 7, 66, and 63 securities licenses with FINRA.

**PAUL PROFFITT**

*Director of Enrollment Communications*  
**Franklin University**

Paul Proffitt is the Director of Enrollment Communications at Franklin University and teaches general business and entrepreneurship at Columbus State Community College. He currently holds an MBA with a specialization in operations and strategy, six sigma certification, a B.S. in Psychology and a B.A. in Criminology from The Ohio State University. Proffitt previously worked for The Ohio State University's Fisher College of Business as an Associate Director in the Graduate Programs Office and later as the Associate Director of Business Analysis for Fisher's Information Technology Services. Prior to moving to the higher education industry, Proffitt had over 10 years of experience in the technology recycling (e-waste) industry with duties ranging from project management, sales, risk management, and environmental compliance oversight. In his current role at Franklin, Proffitt has responsibility for Enrollment Management's CRM, developing effective communication to support enrollment activities, and consults with other university departments to find ways to increase efficiency and productivity.

**CHRIS PROULX**

*Chief Executive Officer*  
**eCornell**

Chris Proulx is the Chief Executive Officer of eCornell. As CEO, Chris is responsible for setting the strategic direction of eCornell, identifying growth potential in online education for eCornell, and collaborating with the senior leadership of the University and its faculty to strengthen and seek creative opportunities for our partnership.

**KRISTINE PRUETT**

*Assistant to the Dean*  
**Wilkes University**

Ms. Kristine Pruett currently serves as assistant to the dean for project development in the College of Graduate and Professional Studies at Wilkes University. Previously, she served as director of operations for the graduate education department. Kristine earned her master's degree in instructional technology from Wilkes University and she is currently working on her dissertation towards a doctorate of educational leadership with a concentration in higher education administration. Kristine is an active member of the University's assessment committee, staff advisory council as well as the alumni association board. She is also vice chair for the Ethics Institute of Northeastern Pennsylvania at Misericordia University and is involved in numerous activities in her church. She has recently presented at state and national conferences on topics including acceptable use policies, assessment tools, and special university projects.

**MIKE PURCELL**

*Executive Vice President, Business Development*  
**EmbanetCompass**

Mike Purcell is the Executive Vice President of Business Development at EmbanetCompass. He is responsible for developing relationships with higher education institutions and programs, building strategic relationships with industry partners, and enhancing our Business 2 University program.

Prior to joining us, Mr. Purcell was Vice President of Sales at Software Secure, the leader in educational testing software. Mike has held Senior Management positions in the Higher Education industry for the last 10 years including Senior Vice President of Sales roles at Sungard Higher Education and at Collegis. Prior to that, he spent 18 years at IBM in a number of Sales and Marketing Senior Management positions. Mr. Purcell holds a Bachelor of Science in Business Administration from Cornell University.

**LAURIE QUINN**

*Dean of Undergraduate Programs*  
**Granite State College**

Laurie Quinn is the Dean of Undergraduate Studies at Granite State College, the University System of New Hampshire's statewide college for adults.

**KATHY RANK**

*Director Marketing & Admissions*  
**Regis University**

**ELIZABETH REES**

*Northeast Regional Sales Manager - Higher Education*  
**Turning Technologies**

**DR. DAN REGAN**

*Dean of Academic Affairs*  
**Johnson State College**

Chief academic officer (dean of academic affairs) at Johnson State College, one of the Vermont public colleges, since 2002. Before then, associate vice president for instruction and social sciences division chair at Lewis-Clark State College (Idaho). Faculty member for 21 years (1975-1996) and sociology department chair (1988-1994) at the University of Pittsburgh. Ph.D. 1977, Yale University (Sociology); M.A. 1971, Yale University (Southeast Asia Studies); B.A. 1966, Amherst College (English). Research interests in Southeast Asia, Islam, comparative sociology, religion and politics.

**KYLE REGETZ**

*Senior Admission Counselor*  
**James Madison University**

B.S. from JMU 2009  
M.A. in Education from JMU 2010  
Have worked in Admissions for 2 years.

**JOEL REISS**

*Manager - Marketing Insights*  
**Capella University**

Joel Reiss leads and manages the Market Insights department at Capella University. The team is responsible for bringing insights into brand and marketing development, program development and prospect decision pathways. Joel holds a BS in Computer Science & Statistics from the University of Wisconsin, Madison and a Masters of Education from the University of Minnesota, Twin Cities.

**SHAI RESHEF**

*Founder and President*  
**University of the People**

Shai Reshef is the President of University of the People (UoPeople)—the world's first tuition-free, non-profit online academic institution dedicated to the democratization of higher education.

Grounded in the belief that knowledge is a key ingredient of world peace, UoPeople provides access to collegiate-level studies to qualified individuals regardless of geographic, financial or societal constraints.

An educational entrepreneur, Reshef has 20 years of experience in the international education market. From 1989 to 2005, he served as Chairman of the Kidum Group, a for-profit educational services

company. Between 2001 and 2004, Reshef also chaired KIT eLearning, the online learning partner of the University of Liverpool and the first online university outside of the United States.

Reshef has been widely recognized for his work with UoPeople. In 2009, he was named one of Fast Company's 100 Most Creative People in Business, selected by OneWorld as one of its 'People of 2009' and awarded an Ashoka fellowship. He also joined UN-GAID as a High-level Adviser. In August 2010, on behalf of UoPeople, Reshef was granted membership in the Clinton Global Initiative. The following month, recognized for "taking the world to school," Reshef was selected by The Huffington Post readership as the Ultimate Game Changer in Education. In February 2012, he was nominated as one of Wired Magazine's "50 People Changing the World."

An expert on the intersection of education and technology, Reshef has spoken internationally at numerous conferences including the DLD: Digital, Life, Design; World Economic Forum; EG Conference, Google's Higher Education Summit; EMV Human Values meeting; The Economist's Annual Human Potential Summit and the Schools for Tomorrow Event for the New York Times. He has also lectured at Yale University, Harvard University, Stanford University and Oxford University, among others.

Reshef holds a M.A. in Chinese Politics from the University of Michigan.

#### **DAVID T. RICHARDSON**

*President and Chief Executive Officer*

**The Learning House, Inc.**

David T. Richardson joined Learning House in 2007 as President and Chief Executive Officer. Prior to Learning House, Richardson assumed senior leadership positions with various companies over the past 24 years, including: Capital Consulting Group, LLC, a management consulting firm specializing in early-stage growth and turnaround leadership services (President); Rentalhouses.com, Inc., the second-largest Internet listing service for advertising homes for rent, sold to Primedia in 2007 (President and Chief Executive Officer); Keller Furniture, Inc., a 125-year-old publicly traded furniture manufacturing and importing company (President and Chief Executive Officer); Pinnacle Solutions, LLC, a professional staffing and recruiting firm (Chief Executive Officer); Axxis, Inc., an audio/video technology integration and equipment rental company (President and Chief Executive Officer); High Speed Access Corp., publicly traded Vulcan Ventures and Chrysalis Ventures backed broadband Internet service provider (Vice President of Finance); PricewaterhouseCoopers, formerly Coopers & Lybrand (Senior Audit Consultant); and Wachovia Bank (Vice President of Corporate Banking).

David earned a Bachelor of Science in Finance from the University of Tennessee, Knoxville in 1987 and a Master of Business Administration degree from the University of Virginia's Darden Graduate School of Business Administration in 1994. He is also a Certified Public Accountant.

#### **EMILY RICHARDSON**

*Associate Vice President for Boundless Learning*

**Stetson University**

New AVP of Boundless Learning for Stetson University effective March, 2012. Previously Dean of University College at Widener University, Chester, PA.

#### **KENT RINEHART**

*Dean, Undergraduate Admission*

**Marist College**

Kent Rinehart is a graduate of Marist with B.A., B.S., and M.B.A. degrees. Rinehart began his professional career by working six years at Marist leaving as the Director of Transfer Admission. He then worked for two years in corporate marketing before going to Bentley University in Boston as the Director of Admission. After five record breaking years at Bentley, Rinehart returned to Marist as the Dean in



2006. In five years, applications have increased 60% (to nearly 11,500 for 975 spots in the freshman class). In addition, Marist's accept rate has gone from 49% to 29%. Kent is the current President of the New York State Association of College Admission Counseling.

#### **DR. LEN ROBERSON**

*Assistant Vice President of Academic Technology*  
**University of North Florida**

Dr. Roberson is currently the Assistant Vice-President of Academic Technology and the Dean of The Graduate School at the University of North Florida in Jacksonville, Florida. As AVP of Academic Technology, he is responsible for the leadership of the university's distance learning initiative as well as facilitating the overall direction of technology use for both teaching and student learning. He has been at UNF since 1998 and in that time has been the graduate program director of the Deaf Education program, Department Chair, and is a tenured Associate professor in the department of Exception, Deaf, and Interpreter Education. Dr. Roberson has been involved in the fields of deaf education and interpreting for 25 years and holds a Ph.D. from Gallaudet University in Deaf Education and Interactive Instructional Design. He is a nationally certified interpreter, holding both the certificate of interpretation (CI) and the certificate of transliteration (CT) and the Specialist Certificate: Legal (SC:L) from the National Registry of Interpreters for the Deaf (RID). Dr. Roberson has published several articles in the area of teacher effectiveness and preparation and service-learning in interpreter education. His current research is in the fields of legal interpreting and mediated educational experiences of Deaf children, and effective use of technologies for teaching and learning. He serves on national committees and was recently appointed as co-editor for the international *Journal of Interpretation*. Since joining UNF in 1998, Dr. Roberson has received more than 3 million dollars in external funding as the principal investigator for numerous grants. Dr. Roberson is married and has seven beautiful children, 4 girls and 3 boys.

#### **LYNN ROBINSON**

*Director of Admissions, Graduate and Professional Studies*  
**St. Joseph's College of Maine**

Lynne Robinson has been the Director of Enrollment Management for the Division of Graduate and Professional Studies since 1998. She is also the Director for Business Development and Continuing Education and Training for the college. She holds an MBA and is a member of various boards and advisory councils.

#### **JOSE RODRIGUEZ**

*Program Development Manager*  
**Western Governors University**

I have spent my entire professional life working in education. The first half of my 23 years was spent teaching in the classroom, while the latter half has been spent in administration. The latter half has been spent working with and developing curriculum and instruction as district co-curriculum developer, curriculum coach, school administrator, and currently as program development manager at the university level. I wrote curriculum, analyzed student data, and worked with a multitude of stakeholders on curricular/instructional issues in order to support school administrators with appropriate teacher professional development curriculum content and/or assessments. I also worked with a team that designed and implemented the curriculum framework accessible to school administrators and faculty via the web both at the pk-12 level and continue to do so at the university level at Western Governors University. I have presented at conferences in the state of Washington and across the country.

I currently work for the not for profit Teachers College at Western Governors University (WGU) as Program Development Manager for Initial Teacher Preparation degree programs and specific Advanced degree programs: B.A. Elementary Education, M.A. English Language Learners, M.S. Educational Principal Preparation, M.S. Curriculum and Instruction; M.A. Instructional Design, M.A. Learning Technology.

My area of concentration in the doctorate program at the University of Washington was in the area of educational leadership and policy studies. My dissertation entitled "Linking Professional Development to Teacher Evaluations: An Integrated Approach for Targeted Teacher Improvement," looked at "search" and "use" methods with data from teacher evaluations to better inform the organizations of schools and districts to improve curriculum and instructional through more targeted professional development. Gathering information and organizing the data in meaningful ways to different audiences in order to guide decisions of implementation was the key focus of my work.

**DR. SCOTT ROSEVEAR**

*Vice President for Development & Alumni Relations*

**Bucknell University**

Scott Rosevear has been with Development and Alumni Relations since June 1999. As vice president for development and alumni relations, Rosevear is responsible for all fundraising efforts, from strategy to results; relationships with alumni, parents, volunteers, corporations and foundations; career services for students and alumni; prospect research and management; advancement information services; gift processing; and managing the University's comprehensive fundraising campaign.

Prior to coming to Bucknell Rosevear served as a development officer for The University of Michigan and as a senior real estate investment analyst for Massachusetts Mutual Life Insurance Company.

Rosevear received his B.A. from Michigan State University and his Ph.D., M.A. from the University of Michigan.

**JOHN P. RUSH**

*Vice President for Development and Alumni Affairs*

**Mississippi State University**

*Chief Executive Office*

**MSU Foundation**

John P. Rush is the Vice President for Development & Alumni at Mississippi State University and Chief Executive Officer of the MSU Foundation, Inc. In this capacity, he provides leadership for the MSU Foundation, Inc. and the MSU Alumni Association. He also guides Mississippi State University's flight department.

As CEO of the MSU Foundation, John provides vision and leadership for StatePride: An Initiative for Student and Faculty Support. The initiative is a four-year effort to raise private gifts to assist Mississippi State University in its strategic goal of reaching 22,000 students by 2015.

The MSU Foundation raises over \$60 million annually under John's leadership. The Foundation's total endowment stands at approximately \$347 million.

The MSU Alumni Association provides a home for the more than 122,000 living alumni of Mississippi State. The Association actively engages these alumni in a variety of activities from student recruitment to community service via its 92 chapters across the United States and one in South Korea.

John began his career with MSU in 1994 as an Admission Counselor which is a recruitment representative to prospective students, parents, and alumni in Alabama, Florida, Louisiana and Mississippi. He transitioned into fundraising in 1997 as assistant director of development for MSU's James Worth Bagley College of Engineering. He was named director in 2000 and held that position until becoming major gifts director with the MSU Foundation in 2005, where he led efforts to obtain non-public funds, including constituency-based major fundraising, planned giving and corporate and foundation support.

In 2006, John was selected for the Mississippi Business Journal's Top 40 Under 40. The MSU chapter of Order of Omega recognized him with the Outstanding Chapter Advisor award in 2001 and the

Outstanding Faculty or Staff Award in 1998. He has previously served as advisor for the MSU chapters of Blue Key National Honor Fraternity and Kappa Alpha Order. John is an active member of First Presbyterian Church and the Starkville Chapter of Rotary International.

Originally from Leakesville, Miss., John graduated from MSU with a B.A. in Political Science in 1994 and later received his Master's of Public Policy and Administration from MSU in 2002. John is married to Jennifer G. Rush and they have three children, Ann Garvin, Kate, and Max.

**HALLIE SAVAGE**

*Director of the Honors Program*

**Clarion University of Pennsylvania**

Hallie Savage is the Director of the Honors Program at Clarion University and a member of the University Advancement Leadership Team. She is also Past President of the National Collegiate Honors Council.

**ROXOLANA SAWCHUK**

*Director of Marketing*

**Boston University**

**DR. MIKE SAYLER**

*Senior Associate Dean*

**University of North Texas**

Mike Sayler is the Senior Associate Dean in the College of Education at the University of North Texas. This large public university certifies over 1000 students a year; most are initial certifications, but about 1/3 are advanced or supplementary certifications. The College of Education has about 4500 undergraduates and 1500 graduate students.

**DR. MIKE SCHRODER**

*Dean of Extended Learning*

**California State University, San Marcos**

As Dean of Extended Learning, a unit within the Division of Academic Affairs, Mike Schroder, oversees all extended education activities including credit and non-credit programming, finance and budget, partnerships, marketing, public relations, student services, and human resources. He is also responsible for oversight of the CSUSM at Temecula campus and the Osher Lifelong Learning Institute (OLLI).

**AL SEITZ**

*Director of Recruitment and Training*

**Johnson and Wales University**

Albert (Al) Seitz has held several leadership positions during his 16-year career with Johnson & Wales University. Prior to 2009, he was the Providence Campus, director of admissions for 9 years. He also served as assistant director of culinary admissions and national student organization specialty recruiter. Prior to his return to his alma mater, he served as a restaurant manager for 2 large full scale chains. In his current role as director of the admissions rep network, Seitz leads a team of 50 domestic admissions reps and 4 rep trainers, who work together to reach a goal of recruiting more than 5,000 new students at four campuses. He also assists with campus based recruitment efforts and campus operations strategies. He is a member of the University Curriculum Committee. He also served on the SCT/Banner and Talisma/CRM implementation teams for admissions and the university's Project Renaissance process improvement team. Seitz graduated from JWU's Providence Campus where he received his bachelor of science degree in food service management and his M.B.A. in the global business leadership graduate program. Prior to his education, Seitz served 4 years with the US Army on active duty.

**JEFFREY SENESE**

*Vice President Academic Affairs, Providence Campus*  
**Johnson and Wales University**

Vice president of academic affairs for Johnson & Wales University's Providence Campus, serves as the chief academic officer of the campus, providing leadership and direction to all aspects of academic programming. Senese was formerly the vice president for academic affairs and dean of faculty at Philadelphia University, vice president for academic affairs, Mount. Ida College in Newton Centre, Mass.; chief academic officer and director of academic affairs, The Pennsylvania State University's Wilkes-Barre Campus. He was also a tenured faculty member and then associate dean, University of Baltimore's (UB) Yale Gordon College of Liberal Arts and a faculty member at Indiana University's School of Public and Environmental Affairs in South Bend. He earned his Ph.D. from Michigan State University, his master's degree from Indiana State University and a bachelor's degree from The Pennsylvania State University.

**DR. CARL G. SESSA**

*Senior Assistant Dean, Academic Affairs*  
**Boston University**

Carl G. Sessa is Senior Assistant Dean at Boston University Metropolitan College where he is responsible for the student academic affairs of the College. Dr. Sessa, as part of the senior leadership team of Metropolitan College, is involved in new program development. Dean Sessa's academic background is in psychology and human development and teaches psychology at the College from time to time. He is a past editor of the Journal of Education.

**DR. E. GARY SHAPIRO**

*Executive Vice President and Provost*  
**Central Michigan University**

March 2010 - Current - Executive Vice President/Provost, Central Michigan University  
January 2007-December 2007 and July 2009-March 2010 - Interim Executive Vice President/Provost, Central Michigan University  
July 1997-2007 - Founding Dean of the College of Humanities and Social and Behavioral Sciences, Central Michigan University

Ph.D. - University of Michigan 1972, Major: Social Psychology; Minor Social Organization  
M.A. - University of Michigan 1970, Department of Sociology  
B.A. - Wayne State University 1966, Majors: Math and Sociology

**DR. JOEL SHAPIRO**

*Associate Dean of Academic Programs*  
**Northwestern University**

Joel Shapiro is the Associate Dean of Academics at Northwestern University School of Continuing Studies. He oversees graduate, undergraduate, noncredit, summer session, and distance learning programs. Joel has a research background in quantitative policy analysis, focusing on education and online learning systems, in particular. Joel holds a BS in physics from the University of Michigan, a JD from Northwestern University School of Law, and a PhD in policy analysis from the RAND Graduate School.

**DR. WILLIAM SHARPTON**

*Associate Dean, College of Education*  
**University of New Orleans**

Dr. William (Bill) Sharpton is the Associate Dean of the College of Education and Human Development at the University of New Orleans. He coordinates a graduate teacher education program for instructional personnel serving students with severe and multiple disabilities. His research interests include inclusive

models of special education, transition services for young adults with severe disabilities, and developing effective models of teacher education. He currently serves as Principal Investigator of three funded projects.

**DR. DONNA SHEA**

*Assistant Dean and Director, Boston University Summer Term*  
**Boston University**

Assistant Dean and Director, Boston University Summer Term 2000 - present. PHD Economics, Boston University.

**CARL SHEPERIS**

*Chair*  
**Lamar University**

Carl Sheperis serves as Chair of the Counseling and Special Populations Department at Lamar University. He is a published textbook author with Pearson/Prentice Hall and has earned publication in such scholarly journals as the Journal of Counseling & Development; The Clinical Supervisor; and the Journal of Mental Health Counseling. Forthcoming work will appear in The Professional School Counselor's Handbook and two books under contract with Prentice Hall. Carl Sheperis served as the Director of Doctoral Programs for the School of Counseling and Social Service at Walden University from 2009 through 2011.

**DR. MARK D. SHERMIS**

*Dean, School of Education*  
**University of Akron**

Mark D. Shermis, Ph.D., is presently Professor and Dean in the College of Education at The University of Akron. He received his B.A. at the University of Kansas and was on active duty in the U.S. Navy for three years before entering graduate school. After finishing his master's and Ph.D. from the University of Michigan, Dr. Shermis worked for a computer firm and eventually entered academe. Dr. Shermis has played a leading role in bringing computerized adaptive testing to the World Wide Web, and for the last eight years has been involved in research on automated essay scoring. His most recent work has resulted in the seminal book on the topic (Jill Burstein, Ph.D., co-editor), Automated Essay Scoring: A Cross-Disciplinary Approach published by Lawrence Erlbaum Associates, Inc.

**DR. BECKY SHERMIS**

*Executive Director of Program Design*  
**Laureate Education**

Dr. Becky Shermis, Executive Director of Program Design oversees the Education Vertical in the Product Development Group (PDG) at Laureate Education, Inc. Becky previously served as Director of Program Design for 2.5 years. Prior to joining Laureate, she was Dean and Chief Academic Officer of the School of Teacher Education, Graduate School of Education at Kaplan University. Prior to her role at Kaplan University, Becky held varying positions within K-12 education, including educational consultant for IBM and the Florida and Indiana Departments of Education, Board member of the Florida Association for Staff Development, Principal, Assistant Principal, and teacher of elementary and gifted education.

Becky holds an EdD in Higher Education Administration from the University of Florida, an MA in Special Education from University of Texas, and is licensed in both school administration and gifted education. Her BS is in elementary education, music K-12, and piano from the University of Tennessee at Chattanooga.

**RENATA SHYPAILO**

*Marketing Research Analyst*  
**Boston University**

**GREGORY SIMMONS**

*Vice President for Institutional Advancement*  
**University of Maryland - Baltimore County**

Greg Simmons serves as Vice President for Institutional Advancement at the University of Maryland, Baltimore County (UMBC), where he provides leadership for UMBC's fundraising, marketing and public relations activities, and its economic development efforts. He leads a division of 45 professional staff with a budget of more than \$5 million, and has played a key leadership role in helping UMBC complete its successful \$100 million Exceptional by Example Campaign. He has facilitated and grown many of UMBC's multi-level corporate and foundation relationships, including partnerships with Wyeth, Northrop Grumman, IBM, GE, and the Kauffman Foundation. Simmons joined UMBC in 1993 as a caseworker for The Choice Program, where he provided intensive supervisory services to youth in some of Baltimore's most challenged neighborhoods. Before becoming Vice President, he served as Associate Director of Internships, Director of Corporate Relations, Assistant to the President, and Associate Vice President for Development. Before coming to UMBC, Simmons served in the Jesuit Volunteer Corps, working in a short-term crisis shelter for at-risk youth. He has a master's degree in Public Policy from UMBC and a bachelor's degree in English/Writing from Loyola College in Maryland. He is a graduate of the Greater Baltimore Leadership, and was selected to the Baltimore Business Journal's Top 40 under 40 in 2006.

**AMY SLATE**

*Director of Educational Initiatives*  
**Boston University**

Amy Slate is Director of Educational Initiatives at the BU School of Education, as well as a doctoral candidate in Curriculum and Teaching. Her responsibilities include initiating and establishing new partnerships and collaborations between the School of Education and outside educational groups. As a scholar, Amy's current focus is on partnerships between traditional Schools of Education and non-traditional teacher training programs such as Teach For America.

**KIMBERLY SLUSSER**

*Assistant Vice President for Development*  
**Rochester Institute of Technology**

Kim Slusser is the Assistant Vice President for Development at Rochester Institute of Technology in Rochester, New York. Kim is responsible for the annual giving and donor services team, which consists of 23 employees and six departments. Her team includes the annual fund, donor stewardship, prospect management and research, gift processing and leadership giving. She and her team are responsible for all gifts of \$50,000 and below to the Institute. Kim has been in fundraising for 20+ years serving mostly in higher education and has been with RIT for 10 years in a variety of fundraising roles. Kim is an active member of the Henrietta Kiwanis Club and she and her husband, John, live on their 80 acre farm in Mendon, New York with their 2 dogs Nacho and Doozie.

**DR. JOSHUA S. SMITH**

*Dean*  
**Loyola University of Maryland**

Joshua S. Smith, Ph.D., currently associate dean for research and academic affairs and director of the Center for Urban and Multicultural Education at the Indiana University School of Education in Indianapolis, has been named dean of the School of Education at Loyola University Maryland. He will join the University July 1.

Dr. Smith has been affiliated with Indiana University since 2004, when he joined the university as an



assistant professor of education psychology and associate director of the Center for Urban and Multicultural Education, a position he held until 2007, when he became the center's interim director and later director. Other positions held include senior faculty member in Indiana University-Purdue University Indianapolis's University College and adjunct faculty member in the School of Nursing. In 2010, he was named an associate professor of education psychology, and he assumed his current role as associate dean in 2011. Earlier in his career, he served as an academic advisor and later as director of assessment in the office of undergraduate studies at the University of Albany, and as an adjunct assistant professor in the University of Albany's department of educational and counseling psychology from 2002-04. He is also the president-elect of the National Academic Advising Association (NACADA).

Dr. Smith earned his B.A. in U.S. History, M.S. in Educational Psychology and Statistics, and Ph.D. in Educational Psychology and Methodology from the University of Albany, State University of New York, where his dissertation focused on parents' and teachers' perceptions of behavioral problems in pre-school children. He has provided professional consulting services to the Archdiocese of Indianapolis, Indianapolis Public Schools, the Metropolitan School District of Lawrence Township (Ind.), and several other school systems and educational organizations. His awards and honors include the 2006 Indiana University Trustees' Teaching Award and the National Advising Association's 2002 Outstanding Advising Award. Dr. Smith has also participated in more than 50 grant-funded projects receiving more than \$3,000,000 in institutional, foundation, corporation, and government support, most as principal investigator.

**VERN SNYDER**

*Vice President for Institutional Advancement*  
**University of Toledo**

Vice President for Institutional Advancement, The University of Toledo.

**ART SORRENTINO**

*Director of Communications*  
**University of Connecticut – Storrs**

Art Sorrentino has been the Director of Communications at the UConn Foundation since 2004. He has spent the past 25 years in communications management for various for-profit and non-profit enterprises.

**DR. HORACIO SOSA**

*Provost*  
**Rowan University**

Horacio Sosa is the Dean of the College of Graduate and Continuing Education (CGCE) at Rowan University, a public university in New Jersey. He has 25 years of combined experience as an educator, researcher, and academic leader, and holds a master's and doctoral degrees in engineering from Stanford University.

From 1987 to 2002 he was a tenured faculty member of the College of Engineering at Drexel University, where he taught undergraduate and graduate courses in engineering, physics, and applied mathematics; published closed to 80 archival articles and generated over \$3 million dollars in research grants. He has been a visiting professor at universities in Japan, Spain and Argentina, and was awarded with fellowships from Argentina's National Commission for Atomic Energy, Spain's Ministry of Education, NATO's Collaborative Council, and Fulbright.

While at Drexel, during the period 2002-2006, Dr. Sosa served (successively) as associate dean, senior associate dean, and acting dean of the Goodwin College of Professional Studies, where his responsibilities included the development and implementation of new academic programs, faculty recruiting, strategic planning, and establishing the college's governing policies and procedures.

Dr. Sosa joined Rowan University in October 2006 as the founding dean of the College of Professional

and Continuing Education, which merged in 2010 with the Graduate School to form the current CGCE, a fully self-funded unit responsible for Rowan's graduate, summer, online, and non-credit education.

**DR. MICHAEL SPEZIALE**

*Dean, Graduate & Professional Studies and School of Education*  
**Wilkes University**

Dr. Michael Speziale is the Dean of the College of Graduate and Professional Studies and the School of Education at Wilkes University. Before joining Wilkes, Dr. Speziale served as the assistant superintendent of the Dallas School District and prior to that as the Chair of the division of Behavioral Science, Education and Business at Misericordia University, where he was named as professor of the year in 1992. Dr. Speziale has a bachelor's in elementary and special education from King's College, an MS in Special Education from Wilkes University and a doctorate in educational technology and administration from Lehigh University, where he was named outstanding alumni from the College of Education in 2005.

Dr. Speziale has served in leadership positions in many professional organizations. Current roles include: serving as a member of the National ASCD Leadership Council, executive director of the Attendance / Child Accounting Professional Association of Pennsylvania, president of Northeastern PASCD, president of the Partners in Distance Learning and executive board member of PASCD. Dr. Speziale also served on Governor Rendell's Commission for Teaching Tomorrow's Teachers.

He has presented at numerous local, state, national and international conferences on various topics in education. Many of his presentations have been on the efficacy of technology in the teaching-learning environment. He has also published many articles on a wide range of educational topics. Recently, he was a keynote speaker at the annual conference of the Roman Independent Schools Association – RISA.

**ARNOLD SPINNER**

*Associate Dean for Academic Affairs*  
**Touro College**

**LORI STABA**

*Executive Director, Institutional Advancement Administration*  
**Ithaca College**

Currently oversee advancement services, prospect research, donor relations, annual giving and budget for the division of institutional advancement at Ithaca College.

**PHIL STAHLE**

*Director of Program Development*  
**EmbanetCompass**

Phil Stahle leads the new program development process at EmbanetCompass and is focused on maximizing value, while minimizing investment risk through proprietary program assessment and forecasting strategies. As part of the Business Development team, he carries more than 12 years of marketing, branding, and creative development experience, and has helped to launch or expand the ongoing marketing efforts for more than 100 distinct online degree programs that span across 30 colleges and universities.

He is responsible for developing the company's RFP response strategies with the business development team. Prior to joining EmbanetCompass in January 2005, Mr. Stahle held the position of Integrated Communications Manager at Walt Disney Parks and Resorts in Orlando, championing the implementation of a centralized outbound e-mail strategy for the Walt Disney Travel Company Sales Team. He also provided customized creative development services for both the Global Travel Industry Marketing and Walt Disney Travel Company teams. He earned his Bachelor's degree in Communications with an emphasis in Public Relations from Brigham Young University.

**DR. JAMIE STANESA**

*Senior Director, Strategic Initiatives Graham School of General Studies*  
**University of Chicago**

Jamie Stanesa is Senior Director, Strategic Initiatives, at the University of Chicago's Graham School. She has more than 20 years of program development, organization development, and management experience, primarily in non-profit organizations and higher education. Previously, Stanesa was Director of Agency Relations at the Greater Chicago Food Depository, where she oversaw outreach, grant-making, and capacity-building services to more than 600 community-based organizations in Cook County. She also served as Associate Dean for Programs at the School of Social Service Administration at the University of Chicago, where she oversaw the School's community-based programs, communications, and professional development programs. Stanesa also served for several years as Associate Dean at the University's Graham School, where she oversaw program development and operations for the School's graduate and professional programs. Stanesa holds a B.A. from the University of Michigan, and a Ph.D. from Emory University.

**DEB STOCKMAN**

*Associate Vice President*  
**Southwestern College**

A marketing veteran with experience in mall marketing, retail marketing, hi-tech marketing, specialty food marketing, and marketing of higher education programs, Deb was then promoted to the Associate Vice President position for Southwestern College Professional Studies. As Associate Vice President she is both back up for the Vice President and is also responsible for the strategic marketing for the adult education arm of Southwestern College. Deb is located at the Wichita Branch Campus of the college.

**ELOISE STUHR**

*Chief Fundraising Officer*  
**University of Houston**

Eloise Dunn Stuhr, the university's chief fundraising officer, has worked for Tier One universities, including Vanderbilt and Penn State, and has served in leadership roles at health care organizations and as a philanthropic consultant to major universities, including The Ohio State University, which is in the midst of a \$2.5 billion capital campaign.

She has planned and managed large, billion-dollar campaigns and implemented strong development programs grounded in best practices.

Before to coming to UH, Stuhr was vice president for development at Children's Healthcare of Atlanta. She has also served as vice president and managing director at Grenzebach Glier & Associates, the well-known philanthropic management organization for universities and non-profits.

From 2004 to 2008, she was associate vice chancellor for university development and alumni relations at Vanderbilt University. She held executive development positions at Penn State University from 1995 to 2004.

At the University of Oregon, she served as assistant dean in the School of Law from 1991 to 1994 and as the executive director of the university's foundation from 1987 to 1991. Prior to that, she held the position of director of development at Whitman College. Stuhr studied at Carleton College and earned a bachelor's degree in psychology from Vanderbilt.

**PAUL J. SUTERA**

*Senior Vice President for Advancement and External Affairs*  
**Iona College**

Paul J. Sutera is currently the Senior Vice President for Advancement and External Affairs for Iona College effective February 1, 2012. He leads a team of 27 professionals oversees the areas of advancement & presidential events; advancement services, alumni relations; athletics fundraising; college marketing & communications (MarCom); corporate, foundation & government grants; major & planned giving and media relations.

Prior to Iona College, he served as the associate vice president for development at Quinnipiac University. He lead all direct fundraising activities and oversaw eleven professional fundraisers in the areas of principal gifts, school-based major gifts, gift planning and corporate/foundation relations.

Prior to joining Quinnipiac University in September 2008, Paul had spent ten years working at Rice University in Houston, Texas in various positions in fundraising and student services. During his last three years (FY06, FY07, FY08) he led the athletic development area where they raised \$72M in gifts and pledges. During his time at Rice University he finished a \$500M campaign as well as brought in a number of lead gifts during the silent and public phases of a \$1B comprehensive campaign.

He currently serves on the boards of directors for the Wallingford Education Foundation, the Association of Fundraising Professionals, Fairfield Chapter, and recently chaired the statewide 27th Annual National Philanthropy Day in Connecticut. He has presented numerous workshops and educational sessions, both domestically and internationally, on various topics including: higher education funding, hate crimes training, networking in business, student activities programming, athletic eligibility, student-managed businesses and goal/vision planning.

Paul is originally from Long Island, New York. He has a BS in Marketing/Sales and a MS in Educational Leadership from Central Connecticut State University and a Certificate from Rice University in Comprehensive Fund Development as well as his Certified Fund Raising Executive (CFRE) credential. Paul is married to the former Jennifer Kaufman, and they have two children, Anthony and Ava. They currently reside in Wallingford, Connecticut.

**JENNY SWARBRICK**

*Manager, On-Site Program Development*  
**DeVry, Inc.**

My name is Jenny Swarbrick and I am the Manager of On-Site Program Development with the Keller Center for Corporate Learning of DeVry University. I act as the Project Manager for our tailored learning programs whereby we partner with clients to meet their employee educational needs by bringing our courses onsite at the company location. I have been in this role for 3 years.

Prior to my current role I was a Director of Admissions with DeVry University Online. I have been with DeVry for over 9 years and thoroughly enjoy the continued opportunity to work in higher education. It is a rewarding and fulfilling experience.

Originally I am from Ireland and moved to the US in 2001. I am married and live in the Chicago suburbs. Chicago is an amazing city, albeit I still cannot get used to the winters!

I look forward to networking and seeing what the CLO conference has to offer this year in Boston.

**ANDREA SWIRKA**

*Associate Director*  
**Salem State University**

Andrea was employed by General Electric Aircraft Engines for 15 years. She has been employed at Salem State College as the Associate Director of Corporate Outreach and Special programs for 14 years.

She manages the non-credit Community Enrichment program, as well as various corporate offerings, and programs for teacher certification.

**BETH TAYLOR-NOLAN**

*Assistant Dean for Continuing Education*

**University of Vermont**

Beth Taylor-Nolan serves as Assistant Dean for Continuing Education at The University of Vermont. Beth oversees program development, enrollment management and student services for Continuing Education and Summer University. She has been with UVM for the past 20 years.

**DR. JULIA A. TEAHEN**

*President*

**Baker College**

Julia A. Teahen, D.B.A., is the President of Baker College Online. Baker College Online is the “virtual campus” of the Baker College System. Baker College is the largest private, not-for-profit educational institution in the state of Michigan with just over 44,000 students. Approximately 17,000 students are enrolled in online courses at Baker College Online. Dr. Teahen has over 17 years experience in distance education. She has been using various social networking tools over the past three years for alumni relations, marketing to new students, student groups, and for professional networking.

She has earned a Bachelor of Arts from Michigan State University, a Master of Science in Administration from Central Michigan University, and a Doctorate of Business Administration from Nova Southeastern University. Her dissertation compared the differences in organizational commitment of full- and part-time faculty in distance education and traditional settings. She is a member of the following professional organizations: The Academy of Management, Midwest Academy of Management, Southern Management Association, Educause, Eduventures Online Higher Education, WICHE Cooperative for Educational Technologies, and the North American Management Society.

Dr. Teahen serves as the Managing Editor of the Journal of Leadership and Organizational Studies. The Journal publishes articles to advance the theory, research and practice of all aspects of leadership and organizations. Research results are mainly published, but theoretical contributions and new applications are also included. Although leadership topics are emphasized, any area of interest in organizational behavior, human resource management, strategy, international management, or entrepreneurship is published in the Journal. Dr. Teahen is also the Editor of the Journal of the North American Management Association.

**TRACEY THOMPSON**

*Vice President of Institutional Advancement*

**Antioch University New England**

Vice President for Institutional Advancement at Antioch University New England. Advancement professional with 22 years of experience in nonprofit and higher education management, fundraising and communications.

**BRENDA THOMPSON**

*Associate Vice President for Enrollment Management*

**West Virginia University**

Brenda Thompson is the Associate Vice President for Enrollment Management at West Virginia University, a position she has held for the last eleven years. During that time, undergraduate enrollment at the University has increased by more than 40% while the institution itself has grown from 22,000 students to nearly 30,000. Thompson oversees the areas of Admissions, Recruitment, Financial Aid, Scholarships, New Student Orientation and Student Systems Management and serves as the co-chair of the Enrollment Management Council at WVU. A long time employee of West Virginia University, Brenda

spent nearly 20 years working in the Office of Financial Aid. She holds a Bachelors Degree in Elementary Education from Concord University and a Masters in Business Administration from the WV College of Graduate Studies.

**DR. DAYLE THORPE**

*Director, PCS-Assistant Provost*  
**University of Delaware**

In her position as Director of Academic and Professional Programs for the University of Delaware's Division of Professional and Continuing Studies, Dayle I. Thorpe, is responsible for continuing professional and management noncredit programs, customized learning solutions, evening and off-campus credit programs, and distance education courses supported by the Division.

Before joining the University of Delaware, Dayle held management positions in retailing, health care, and advertising. After completion of her doctorate, she served as Director of the Professional MBA at the University of Tennessee and as Director of the Center for Professional Education in Boston University's Division of Extended Education.

Thorpe holds a BS and MS from Florida State University, an MBA from Mercer University, and a PhD in Marketing from the University of Tennessee, Knoxville.

**HESTER TINTI-KANE**

*AVP, Marketing*  
**Pearson**

**REGINA TRACY**

*Associate Director, Capital Campaign*  
**University of Maryland - College Park**

Regina Tracy is Executive Director of Development at the University of Maryland, overseeing the development staffs of a number of schools and colleges. She has served the Director of Individual Gifts at the New England Conservatory of Music, Director of Development for the College of Arts and Sciences at the University of Connecticut and the Director of Development for the Nesbitt College of Fine Arts at Drexel University.

**DR. DENNIS TRINKLE**

*Provost and Chief Academic Officer*  
**Harrison College**

Dr. Dennis A. Trinkle became the first provost and chief academic officer of Harrison College on August 17, 2009.

Prior to coming to Harrison College, Dr. Trinkle most recently served as executive director of IHETS, a consortium of Indiana's higher education institutions, state government agencies, public libraries, public broadcast stations and K-12 schools.

As provost and chief academic officer at Harrison College, Dr. Trinkle is currently focusing on bold plans that include increasing community engagement, enhancing quality online courses, attracting and retaining top-notch instructors, and continuing the college's aggressive pursuit of Higher Learning Commission accreditation.

A graduate of DePauw University, Dr. Trinkle received his M.A. and Ph.D. from the University of Cincinnati and his M.B.A. in Marketing Technology and Management from the University of Phoenix.



**DR. KASEY URQUIDEZ**

*Assistant Vice President for Student Affairs and Dean of Admissions*  
**University of Arizona**

Dr. Kasey Urquidez currently serves as the Assistant Vice President for Student Affairs and Dean of Admissions at the University of Arizona (UA).

In her 18 years in higher education, Kasey has served in a variety of leadership roles, including the Director of Undergraduate Recruitment and Assistant Dean for the UA Office of Admissions.

Kasey is a proud UA alumna and began her career at the UA in 1994 upon obtaining her Bachelor's degree in Family and Consumer Sciences. She has worked in various student service and leadership roles at the UA, including academic advisor, coordinator, program director and director of new student orientation. During her UA career, Kasey earned two Master's degrees and her doctoral degree in higher education administration.

**SARAH VILLARREAL**

*Associate Dean for Programming in Extended Learning*  
**California State University, San Marcos**

Sarah Villarreal is the Associate Dean for Programming in Extended Learning at California State University San Marcos (CSUSM), and both manages and is accountable for effective program management and development. Prior to this role, she served as the Executive Director of Student Services and Marketing at CSUSM Extended Learning and was responsible for the oversight and coordination of all student services (e.g., recruitment, admissions, advising, registration, and records) and marketing activities in Extended Learning. Villarreal has over 12 years of experience in continuing and professional education. She received her bachelor's degree in psychology from the University of California Los Angeles, and her master's in business administration from the University of Redlands.

**MELISSA VITO**

*Vice President for Student Affairs*  
**University of Arizona**

**DR. JEFFREY VITTER**

*Provost and Executive Vice Chancellor*  
**University of Kansas**

Jeff Vitter is the provost and executive vice chancellor and the Roy A. Roberts Distinguished Professor at the University of Kansas. From 2008–2009, he served at Texas A&M as provost and executive vice president for academics. From 2002–2008, Dr. Vitter served as the Frederick L. Hovde Dean of the College of Science and Professor of Computer Science at Purdue University. From 1993–2002, Dr. Vitter held a distinguished professorship at Duke University, where he was the Gilbert, Louis, and Edward Lehrman Professor. He served at Duke as chair of the Department of Computer Science in the College of Arts and Sciences from 1993–2001. From 1980–1992, he progressed through the faculty ranks and served in various leadership roles in the Department of Computer Science at Brown University. His educational degrees include a B.S. with highest honors in mathematics in 1977 from the University of Notre Dame; a Ph.D. in computer science under Don Knuth in 1980 from Stanford University; and an M.B.A. in 2002 from the Fuqua School of Business at Duke University.

**BARRY WARREN**

*Senior Associate Director of Admissions*  
**SUNY Oneonta**

**MITCH WARREN**

*Senior Associate Director of Admissions*  
**Purdue University**

Mitch Warren has worked in college admissions for 25 years. He has served at three different institutions: Butler University, the University of Delaware, and most recently at Purdue University in West Lafayette, Indiana where he has been since 1996. At Purdue, he serves as Senior Associate Director in the Office of Admissions where he supervises a team of approximately 25 staff who are involved in student recruitment as well as admissions application review and decisions. Additionally, he chairs the Purdue Recruitment Council and serves on several University-wide committees.

He serves on the Indiana College and Career Success Advisory Committee which is a joint committee convened by the Indiana Department of Education, the Indiana Commission for Higher Education, and the Indiana Department of Workforce Development. He sits on the Indiana ACT State Council and has served on the Indiana ACT State Council Executive Committee and as Chair of the Council.

Mitch has served the Indiana Association for College Admission Counseling in numerous roles including: Educational Calendar Committee, Professional Development Committee, Executive Board, Secretary, Credentials Chair, and as President.

At the national level, he has served the National Association for College Admission Counseling on the State and Regional Presidents' Council, as a Delegate (including Chief Delegate) at the NACAC Assembly, and as a presenter at the NACAC Leadership Development Institute. He is also a regular "reader" for national scholarships at the Educational Testing Service in Princeton, New Jersey.

**DR. SCOTT WATSON**

*Associate Dean*  
**Liberty University**

Dr. Watson is currently Professor and Associate Dean for Advanced Programs in the School of Education at Liberty University. He holds a PhD in Curriculum and Instruction and Science Education from the University of South Florida in Tampa.

Dr. Watson has a long history of educational experiences, including time as a high school science teacher, a middle-school science teacher and department chair, and as a school district administrator in a teacher education center. He also spent 16 years in various departments at East Carolina University, including service as a department administrator and graduate director.

Dr. Watson's current research interests include teacher retention, teacher attitude, and cooperative learning, particularly as those issues impact science teachers at various levels. He has conducted several research studies, published many refereed articles, and made numerous presentations at professional meetings.

**DONNA WELCH**

*Assistant Dean*  
**University of New Orleans**

Donna Miano Welch began her career at the University of New Orleans in 1980 in the Department of Health and Physical Education. In the fall of 1998 she received her B.A. in early childhood education from UNO. During the 1997-98 school years, Donna served as the secretary for the UNO Chapter of the Association for Childhood Education International. She taught at Edward Hynes Elementary School in the spring of 1999 and began taking courses toward the master's in higher education administration. While a master's student, she was a member of UNO's Students in Higher Education Administration (SHEA) and served as president during the 2001-2002 academic year. Donna was Assistant to the Dean in Graduate School from 2001-2006. Following university restructuring after Hurricane Katrina, she moved to the

College of Education and Human Development and in 2010 was promoted to Assistant Dean. Donna also loves children's literature and is writing book reviews for the journal, Childhood Education.

**NANCY WINSHIP**

*Senior Vice President of Institutional Advancement*  
**Brandeis University**

**BRENT WOOTEN**

*Marketing Director*  
**St. Joseph's College of Maine**

Marketing Director for Saint Joseph's College Online.

**ERNEST WREN**

*Assistant Dean, Adult Higher Education and Online Campus*  
**Columbia College of Missouri**

Assistant Dean - Adult Higher Education and Online Campus. Oversee online operations and course developments for 75,000 annual enrollments. Manage an online staff of approximately 45.

**BETH XIE**

*Director of Market Strategy and Sales Enablement*  
**eCornell**

As Director of Market Strategy and Sales Enablement, Beth is responsible for the direction of eCornell product roadmap.

Beth is in charge of:

- Leading product planning and industry benchmark initiatives
- Driving market strategy implementation across different functions in the company
- Building business partnerships with leading industry associations and accreditation bodies
- Determining and improving product positioning for target audience

Beth graduated from Cornell University with an MBA, and earned her undergraduate degree in Computer Science from the University of Arizona.

**JEANIE YORK**

*Director of Extended Studies*  
**University of Northern Colorado**

**MARYANNE YOUNG**

*Director of Development*  
**Mount Holyoke College**

MaryAnne Young is the Director of Development at Mount Holyoke College, a premier liberal arts college for women, located in South Hadley, Massachusetts. She has been with the College for over twenty years in alumnae relations and fundraising. She has been part of two previous successful campaigns and is a stakeholder in the current \$300 million campaign which concludes in 2013. Ms. Young also chaired her children's school's building campaign, and is on the campaign committee for her local library. She lives in Western Massachusetts with her husband and two children.

**DR. JOSELYN ZIVIN***Vice President of Marketing & Communications***National-Louis University**

Joselyn Zivin, Ph.D. has served as Vice President of Marketing and Communications at Chicago-based National Louis University since 2010. She was previously Senior Vice President and Group Director of Brand Strategy and Planning at Lipman Hearne, a national marketing communications firm serving the U.S. and global higher education and non-profit sectors. She began her higher education career as assistant professor of history at Drake University. Joselyn's department at National Louis is responsible for enrollment marketing as well as institutional brand positioning, the university website, communications and issues management, and market planning.

**SUSAN ZOBL***Director of Enrollment Research and Assessment***Central Michigan University**

Susan joined CMU in November 2009 after serving Arizona State University for over 11 years. Susan's focus is supporting CMU off Campus and Online Programs with actionable information grounded in evidence-based data.