



2015

Register
today!

National Benchmarking Conference

Join us to learn more about best practices in higher education and how to use benchmarking data from our current members.

May 12-14



NATIONAL HIGHER EDUCATION
**BENCHMARKING
INSTITUTE**

Keynote Speakers



Scott Evenbeck

President, Guttman Community College

Scott Evenbeck was named Guttman Community College's Founding President in 2011. Previously, Scott served as professor of psychology and founding dean of University College at Indiana University-Purdue University. Long involved in designing, implementing and assessing first-year experience programs for students, he has given more than 100 presentations at academic conferences and he has written many articles and chapters on academic achievement and persistence. Scott was a task force advisor for the Foundations of Excellence in the First College Year and a board member of the American Conference of Academic Deans and other national associations



Steven R. Anderson

Founder of Acorn Systems; CEO of Oak Forest Ventures

Steven R. Anderson is the Founder of Acorn Systems, a consulting and software company with offices around the world. The firm specializes in profit management and other decision automation software tools that boost the operating profits of their more than 800 clients across 30 industries. His education clients include: Jackson State University, University of Oklahoma, Howard University, Khan University, Hanyang and others. The work for these universities included benchmarking, performance metrics, cost and capacity analysis, and strategy assessment.

In 1996, Anderson founded Acorn and pioneered the new time-driven approach to activity-based costing. He used the principles highlighted in a book coauthored with Harvard Business School professor Robert Kaplan to more than double the net operating profit of a large percentage of Acorn's clients. He has also written more than 30 white papers and magazine articles on this and related subjects.

In 2002, Anderson founded Oak Forest Ventures, a private equity firm that acquires mid-sized companies. The firm leverages its proprietary, fast-track approach.

Anderson is an alumnus of Harvard Business School (Baker Scholar) and McKinsey & Company. He received a degree with honors in Engineering Management Systems and Chemical Engineering from Princeton University. In addition, he has a Post Baccalaureate in Accounting with honors from the University of Houston.



Suzanne Walsh

Deputy Director, Postsecondary Success Team, Bill & Melinda Gates Foundation where she leads the Foundation's institutional redesign strategies.

Before joining Gates, Suzanne worked at two other foundations: Lumina Foundation in Indianapolis where she managed the Making Opportunity Affordable initiative, which was aimed at increasing college productivity by bringing about fundamental change in the way higher education does business; and, The Heinz Endowments in Pittsburgh where her diverse portfolio included community colleges, universities, workforce development, tech commercialization and transfer, city/county consolidation, immigration and regional economic development. She got her start in community college work as the Coordinator of Special Projects at Cuyahoga Community College. And she began her professional career as an attorney at Oklahoma Indian Legal Services.

Suzanne has her juris doctorate and masters in social work from Case Western Reserve University, a bachelor's of science from Cornell University, and an associate's degree in applied science from Hudson Valley Community College. She is a member of the Grantmakers for Effective Organizations board and on the advisory boards for Roadtrip Nation, as well as education start-ups Uncollege and Sokanu.



Anne Kress

President, Monroe Community College

Since 2009, Anne M. Kress has served as president of Monroe Community College in Rochester, New York. Her career spans more than 20 years in higher education with special interests in topics relating to student access and success, global education, workforce development, technology, and the intersection between traditional liberal education and essential 21st century learning outcomes.

Kress currently serves on New York Governor Andrew Cuomo's Regional Economic Development Council, the Board of the New York Power Authority, and the Upstate Regional Advisory Board of the New York Federal Reserve Bank. Locally, she serves on the boards of the Rochester Business Alliance, Greater Rochester Enterprise, United Way of Greater Rochester, and the Hillside Work-Scholarship Connection. Nationally, Kress serves on boards, commissions, and councils for organizations including the League for Innovation in the Community College, AACC, ACE, ETS, Opportunity Nation, and the Council on Foreign Relations.

Kress holds a doctorate in higher education administration, master's and bachelor's degrees in English, and a bachelor's degree with honors in finance all from the University of Florida. In 2011, she was named a Woman of Distinction by the New York State Senate, and in 2012, she was named an outstanding alumna by the University of Florida's Institute of Higher Education. Kress has also been honored by Rochester's Women's Council, AAUW, and YWCA.

2015 Schedule of Events

Monday, May 11

IPEDS Workshop

9 a.m.-5 p.m.
*Best Practices for Reporting and Using IPEDS
Data to Improve Office Efficiencies*

Tuesday, May 12

Workshop I – Pre-conference

8 a.m.-noon
Using Metrics to Tell the Future
Robert Pacheco, MiraCosta College

Workshop II – Pre-conference

8 a.m.-noon
Data Visualization on the Web for Free
Danny Ferguson, Benchmarking Institute

Opening Keynote

1-2:15 p.m.
Scott Evenbeck, President
Guttman Community College

Breakout Session I

2:30-3:15 p.m.

Breakout Session II

3:30-4:15 p.m.

Conference Reception

4:30-6:30 p.m., Atrium

Wednesday, May 13

Keynote II

8:30-9:45 a.m.
Steven R. Anderson, Founder and CEO
Acorn Systems and Oak Forest Ventures

Breakout Session III

10-10:45 a.m.

Breakout Session IV

11-11:45 a.m.

Lunch

Keynote III

1:15-2:30 p.m.
Suzanne Walsh, Deputy Director,
Postsecondary Success Team, Gates Foundation

Breakout Session V

2:45-3:30 p.m.

Breakout Session VI

3:45-4:30 p.m.

PrairieFire Event

5:30-10:30 p.m.

Thursday, May 14

Keynote IV

8:30-9:45 a.m.
Ann Kress, President
Monroe Community College

Breakout Session VII

10:15-11 a.m.

Breakout Session VIII

11:15 a.m.-noon

Lunch

Workshop III – Post-conference

1:30-4:30 p.m.
Finding Meaningful Peers
Susanna Williams
BridgeEd Strategies

Workshop IV – Post-conference

1:30-4:30 p.m.
Building an Instructional Cost Dashboard
Tom Hughes and Carl Moody
Yavapai College

Friday, May 15

Noel-Levitz Workshop –

8:30-11:30 a.m.
*Student Satisfaction Assessment Workshop:
Making the Most of the Data You Gather*

Workshop Information

IPEDS Workshop – Pre-Conference

IPEDS Data as the Public Face of an Institution and IPEDS Data and Benchmarking: Supporting Decision Making and Institutional Effectiveness

Workshop is designed to:

- Raise the level of awareness among higher education professionals about the importance of accuracy and consistency in data reported to IPEDS by using real IPEDS data used in the public domain will be incorporated, enabling participants to understand how IPEDS data are used by governmental and non-governmental entities;
- Introduce the fundamentals of creating benchmarks to measure institutional effectiveness by providing an overview of the types of comparison groups that can be constructed using IPEDS data.

Workshop I – Pre-Conference

Using Metrics to Tell the Future

Robert Pacheco
Dean of Institutional Effectiveness
MiraCosta College

IR has traditionally used “historical metrics” that tell you what happened in the past and most of the time it is at least a year or more after the fact. IPEDS data is a great example of this. Businesses have used “real-time metrics” for years. These metrics tell you what is happening at the present moment and are usually applied to processes. Using metrics to constantly monitor a process allows for an immediate intervention. For example, if you continually monitor wait times in your registration lines, if the wait gets longer than you have deemed acceptable you can step in and take corrective actions such as opening up an additional line. In higher education the use of real-time metrics is rare. Another type of metric is called “forward-looking.” These tell you what is likely to happen before it does. Forward-looking metrics help you manage problems before they become serious. These are the truly powerful metrics that can move the management of colleges into the 21st century. Instead of using metrics to make small incremental improvements, forward-looking metrics can help your college leapfrog ahead of the competition by recognizing where future problems are likely to crop up and then using innovative solutions to intervene before the problem can turn into a crisis.

This workshop will help you set up forward-looking metrics for you college. Brain-storming activities, worksheets and examples from business and other colleges will help you select and set-up a score-card of forward-looking metrics you can take back to your college management.

Workshop II – Pre-Conference

Data Visualization on the Web for Free

Danny Ferguson
Software Application Developer
National Higher Education Benchmarking Institute
Johnson County Community College

You can use clear and eye-catching data visualizations without paying for expensive software. This workshop will show how you can create charts for the web, print, and mobile using tools that are available for free. Some basic knowledge of HTML will be helpful, but not required. You will learn some basics about the JavaScript programming language.

Workshop Information

Workshop III – Post-Conference

Effective use of social media for higher education

Susanna Williams

Founder and Principal, BridgeEd Strategies

More than 72 percent of American adults are actively engaged on social network sites. As greater attention is being focused on outcomes in higher education, it has never been more important for institutions to find ways to easily share their work with the right audiences. Effective use of social media is critical to these efforts, yet too few higher education communities are effectively using Twitter, LinkedIn, or even Instagram to share insights and information or connect with one another.

This workshop will give participants an overview of social media channels and the fundamentals of effective social engagement, including the steps to developing a social media strategy.

Workshop IV – Post-Conference

Building an Instructional Cost Dashboard

Tom Hughes

Director, Institutional Effectiveness and Research

Yavapai College

Carl Moody

Senior Programmer Analyst, Institutional Research

Yavapai College

Would you like to build a Web-based tool that helps your institution answer financial questions about instructional costs and productivity? Yavapai College, honored with a NACUBO Innovation Award for its Instructional Cost Dashboard, will demonstrate how it works and provide a framework to assist you in building your own cost dashboard. Learn how participation in the Community College Cost and Productivity project can be leveraged to improve institutional effectiveness.

Noel-Levitz Workshop – Post-Conference

Student Satisfaction Assessment Workshop:

Making the Most of the Data You Gather

Student satisfaction assessment provides valuable data for retention efforts, strategic planning activities and documentation for accreditation purposes. The key is to find ways to make the most of these data once they have been gathered from your students. This three-hour workshop will provide guidance for institutions that are currently using the Noel-Levitz Student Satisfaction Inventory (SSI), as well as be informative for institutions that are considering adding a satisfaction assessment. The session will include suggestions for gathering the data, presenting and sharing the results on campus, identifying new initiatives in response to the data, and best practices for communicating with students and campus personnel about the actions taken. Student satisfaction data can be used for internal benchmarking over time as well external benchmarking with institutions nationally. Satisfaction assessment can provide the student voice to your planning activities.

Registration Information

National Benchmarking Conference and Best Practices in Higher Education

Prairiefire Wednesday Night Event



The Benchmarking Conference invites you to visit Prairiefire on Wednesday evening. A shuttle bus will provide free transportation to and from Prairiefire. Additionally, all conference participants will receive a discount cost to visit the museum.

At Prairefire, you'll find something more than just a shopping center. Wander through the Museum at Prairiefire, featuring world-class exhibitions from the American Museum of Natural History. Dine at one of seven restaurants. Shop the latest at one of the retailers. Or take a calming walk through our guided wetlands. Whatever your style, Prairiefire is Where the Fun Begins!

Mail: Business Office, Box 3
Johnson County Community College
12345 College Blvd.
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Fax: 913-469-3505 **Phone:** 913-469-3441

Make your check payable to:
JOHNSON COUNTY COMMUNITY COLLEGE

Federal ID # 48-0735009

To register online, visit
www.jccc.edu/benchmark

Registration Fee

	Early Bird Postmarked by 4/1	Postmarked after 4/1	
Registration	\$ 295	\$ 325	\$ _____
Workshop I	\$ 95	\$ 95	\$ _____
Workshop II	\$ 95	\$ 95	\$ _____
Workshop III	\$ 95	\$ 95	\$ _____
Workshop IV	\$ 95	\$ 95	\$ _____
		Total Enclosed	\$ _____

Registration fee includes the conference reception, breakfast and lunch on Wednesday and Thursday.

Accommodations: Accommodations and ground transportation should be arranged by each attendee with the hotel and transportation services.

Registration: All attendees and presenters are expected to register and pay applicable conference fees, except as exempted by the program chair. Those registering for workshops must also register for the conference.

Cancellations and Refunds: Conference and workshop reservations are made on the basis of registrations. If plans change, registrants will be responsible for payment unless the National Higher Education Benchmarking Institute, Johnson County Community College, is notified as outlined:

- Requests for refunds must be in writing (email is acceptable) at the registration address above or email louguthrie@jccc.edu.
- Written requests for refunds received before April 15, 2015, will be granted. Requests after that date should be submitted to Lou Guthrie in writing and outline the reasons for the request. Refunds in the latter case will be at her discretion.
- Prepayments for cancelled workshops will be refunded in full.
- Refunds will be sent within a reasonable time after the close of the conference. No refunds will be made on-site.

Support Services: JCCC provides a range of services to allow persons with disabilities to participate in educational programs and activities. If you desire support services, contact Access Services at 913-468-8500, ext. 3521, or TDD 913-469-3885.



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Johnson County
Community College

National Benchmarking Conference

May 12-14, 2015

Johnson County Community College
Overland Park, Kan.

For more information, visit
www.jccc.edu/benchmark

The National Benchmarking Conference will highlight initiatives, programs, methods and processes that assist higher education institutions to identify peer institutions and benchmark educational best practices.

Hotel Accommodations



DoubleTree by Hilton Hotel Kansas City-Overland Park

10100 College Blvd., Overland Park, KS 66210
Conference hotel rate: \$110
includes full breakfast, free in-room wi-fi and shuttle services to the conference
913-451-6100

For your comfort and convenience, affordable accommodations have been arranged at a hotel in close proximity to the JCCC campus.

Rooms at the hotel are limited, and availability is not guaranteed, so make your reservation by April 1! Be sure to mention that you are attending the 2015 National Benchmarking Conference to get conference rates.

For details and links to the hotel or to register for the hotel online, visit www.jccc.edu/benchmark.

To find convenient ground transportation to and from KCI airport, please visit our website at www.jccc.edu/benchmark for options and information.