

# NEW START SUMMIT

## 2024 Event Program

ALL TIMES ARE MOUNTAIN TIME (MT)

*DRAFT SUBJECT TO CHANGE*

### Monday, February 5

*Omni Tempe Hotel at ASU, 7 East University Drive, Tempe, AZ*

5:30 – 7 pm

Reception – Salt + Gila Pool Deck Restaurant, Omni Tempe Hotel at ASU

### Tuesday, February 6

*Omni Tempe Hotel at ASU, 7 East University Drive, Tempe, AZ*

7:45 am

Registration and Continental Breakfast

8:30 am

Overview

- James Sparkman, Partner, Alpha Education; Executive Director, P3•EDU

8:45 am

The New Era of Strategic Enrollment and Workforce Connections in Higher Education

- David Burge, Vice President, Enrollment Management, George Mason University
- Monica Carson, Chief Growth Officer, American College of Education
- Mollie Cecere, Vice President, Enrollment Management and Corporate Partnerships, Carlow University
- Monique Snowden, Former Senior Vice Chancellor for Strategic Enrollment and Student Success, University of Colorado Denver
- Moderator: Gates Bryant, Partner, Tyton Partners

9:30 am

Break

9:45 am

Welcome

- Michelle Marks, Chancellor, University of Colorado Denver

9:50 am

Market Research and Program Portfolio Strategy

- Robert Atkins, CEO, Gray Decision Intelligence
- Wendy Colby, Vice President and Associate Provost, Boston University
- David Jewell, Senior Vice President of Business Affairs and CFO, Cleveland State University
- Jay Kahl, Assistant Vice Provost of Assessment and Academic Excellence, Augustana University
- Moderator: Micah Arnold, President, M&J Strategies

10:35 am

# NEW START SUMMIT

## Break

11 am

### Forging Employer and Industry Partnerships

- Melissa Beckwith, Chief Strategy Officer, Butler University
- Rachel Bonner, Talent Business Lead, GSK
- Andy Miller, Vice President, Enrollment and Partnerships, Indiana Wesleyan University
- Jane Swift, President, Education at Work
- Moderator: Karen Markel, Professor of Management, University of Colorado Colorado Springs; Director, P3•EDU Fellowship

12 pm

## Lunch

1:15 pm

### New Online Models

- Jeremiah Grabowski, Executive Dean, Online Learning and Faculty Development, D'Youville University
- Cindy McCauley, Director, Carnegie Mellon University Online, Carnegie Mellon University
- Julie Straub, Senior Executive Director, Division of Professional Studies, Butler University
- Moderator: Robert Bonner, Principal, BT Consulting Group

2 pm

### Augusta University Online – A Collaborative Case Study

- Marc Austin, Dean and Associate Provost, Augusta University
- John Goodwin, Executive Vice President, Growth Enablement, Archer Education
- Ande Jenkins, Vice President, Business Development, Collegis Education
- Moderator: Kate Sutherland, Managing Director, Tyton Partners

2:45 pm

## Break

3:15 pm

### Fireside Chat

- Brad Carson, President, University of Tulsa
- Moderator: Sacha Litman, Partner, Boston Consulting Group (BCG)

4 pm

### Innovation Roundtable

- Cannabis Bootcamps - Green Flower
- Apprenticeship Models - Reach University
- Online Programs in China - Beacon Education
- Employer Connections - Education at Work
- Higher Education Branding - Lumina Foundation

5 – 6:30 pm

Reception – Lucero Rooftop Restaurant, Omni Tempe Hotel at ASU

# NEW START SUMMIT

## Wednesday, February 7

*Omni Tempe Hotel at ASU, 7 East University Drive, Tempe, AZ*

7:45 am

### Registration and Continental Breakfast

8:30 am

### Academic Innovation for Growth

- Kenneth Christensen, Provost and Senior Vice President for Academic Affairs, Illinois Institute of Technology
- Jodi Feikema, Chief Academic Officer and Provost, American College of Education
- Moderator: Tracy Chapman, Chief Academic Officer, Collegis Education

9:15 am

### Enrollment Operations at Scale

- David Eby, Chief Operating Officer, Project Kitty Hawk, University of North Carolina System
- Casey Evans, Chief Operating Officer, EdPlus, Arizona State University
- Moderator: Gates Bryant, Partner, Tyton Partners

10 am

### Break

10:30 am

### Higher Education and Workforce Connections

- Jill Buban, Chief Growth Officer, EdPlus, Arizona State University
- Heather McKay, Senior Vice President, Employer Engagement, Strada Education Foundation
- Joe Ross, President, Reach University
- Moderator: Sacha Litman, Partner, Boston Consulting Group (BCG)

11:15 am

### Online Partnerships for Student Success

- Candice Calhoun-Butts, Assistant Dean, College of Nursing and Health Innovation, Office of Enrollment and Student Success, University of Texas at Arlington
- Jan Miller, Dean, College of Education and Director of Online Programs, University of West Alabama
- Jay Miller, Dean, College of Social Work, University of Kentucky
- Moderator: Jay Hatcher, President, New University Partnerships, Academic Partnerships

12 pm

### Lunch