

# WHAT'S next ?

Your chance to collaborate  
with your peers on today's and  
tomorrow's top issues facing  
higher education in Arkansas.

Arkansas Association of Public Universities  
Annual Higher Education Conference  
**Thursday - Friday, October 1-2, 2009**  
Doubletree Hotel, Downtown Little Rock

Opening  
reception

Roundtable  
discussions

Interest  
group sessions

Luncheon  
keynote speakers  
Arkansas Governor  
Mike Beebe and  
2009 Miss Arkansas  
Sarah Slocum



## Schedule

Thursday, October 1, 2009

Noon – 2 p.m.

**Conference Check-In 2<sup>nd</sup> Floor Foyer, Doubletree Hotel**

2:00 p.m.

**Welcome Salon D**

2:30-4:30 p.m.

**"Birds of a Feather" Roundtable Discussions Salon D**

- **Governmental Relations** – "A conversation with Bill Stovall about Annual Legislative Sessions in Arkansas"
- **University Advancement /Foundations** – "Cook Your Own" discussion topics
- **Economic Development** – "A Public University's Economic Development Roles and Responsibilities"
- **CFOs** – "Cook Your Own – What's on Your Mind?"  
*An opportunity to discuss issues in public higher education related to finance and administration, talk about specific challenges faced by fiscal officers in the state, and share successes and best practices.*
- **Alumni Relations** - "100 Years of Alumni Engagement"
- **Communications** – "Social Media – What's Working, What's Not"  
*Blogger Blake Rutherford, PR Director of Stone Ward, will facilitate this discussion, an exchange of success and war stories on effective and ineffective new media approaches. Not tweating, blogging, or Facebooking for your institution? Learn more here.*
- **Student Affairs** – Open Discussion

- **Research Administrators** – “Export Controls: Stories from the Field”  
*Today’s universities should be concerned about export controls because the federal government can assess fines against institutions for allowing employees to carry deemed exports across borders to unauthorized countries, and universities must protect their publication and intellectual property rights. The discussion will center on best practices. Facilitator Rosemary Ruff, UA Director of Research, will share case studies, invite discussion, and present potential solutions.*

**6:00 – 8:00 p.m.      Networking Reception Little Rock Club**

**Friday, October 2, 2009**

**6:30 – 7:45 a.m.      Conference Check-In Robinson Center Exhibition Hall**

**7:30 – 10:00 a.m.      Conference Check-In 2<sup>nd</sup> Floor Foyer, Doubletree Hotel**

**7:00 – 7:45 a.m.      Blake Rutherford – “Social Media and Higher Education”**

*Blogger Blake Rutherford (Blake’s Think Tank and The Moviegoer”) will share ideas for how your institution can engage, monitor and analyze social media. Rutherford, PR director at Stone Ward advertising agency, is among Arkansas Business’ “25 for the Future.”*

**8:00 - 8:50 a.m.      Interest Group Sessions I**

**Economic Development Riverside East**

**“Higher Education Research & Technology Transfer”**

*Mike Abbiatti, Executive Director at ARE-ON will discuss how ARE-ON progressed to meet its core strategic issue of creating the nation’s best cyberinfrastructure to meet the new demands of the research community?*

*Jerry Adams-President & Executive Director, Arkansas Research Alliance- Research is a cornerstone on which to build Arkansas’ future in the knowledge-driven economy of the 21st century. How do Arkansas universities rank when it comes to Core Research Competencies?*

**Alumni Relations Riverside West**

**“100 Years of Alumni Engagement”**

*Roundtable discussion led by Carrie Ashcraft, University of Arkansas at Monticello, and Jan Newcomer, University of Central Arkansas*

**Communications Boardroom**

**“Let’s Brand Together”**

*What’s the brand for public higher education institutions in Arkansas? Good –bad – indifferent? Communications, public relations, and marketing professionals will come together in two back-to-back sessions to roll up our sleeves and craft a state branding plan that will benefit all of us. Back-to-back sessions will be led by Jessica Szenher, APR, of Jessica Szenher Consulting, a 33-year PR veteran and past president of the Arkansas chapters of PRSA and IABC.*

**Student Affairs Palisades**

*David Fletcher, Director, Arkansas Department of Veterans Affairs and Co-Vice Chair of Governor’s Yellow Ribbon Task Force focuses on issues relating to Arkansas veterans*

**9:00 a.m.              Presidents & Chancellor’s meeting Presidential Suite, Doubletree Hotel**

**9:00 - 9:50 a.m.**

**Interest Group Sessions II**

**Foundations /Advancement-Session I Riverside East**

**“What Successful Fundraisers Do In Difficult Economic Times”**

*A quick look at common traits exhibited by successful fundraisers who still raise money when economic times are tough, including what activities get greater staff attention and how to measure results. Led by Steven Mourning, Partner, firm of Jerold, Panas, Linzy and Partners.*

**Alumni Relations Riverside West**

**“Small Shop Challenges”**

*Session leaders Christian O’Neal, University of Arkansas at Little Rock, and Jan Newcomer, University of Central Arkansas*

**Communications-Planning Session II Boardroom**

**“Let’s Brand Together”**

*Continuation of Session I*

**Economic Development Palisades**

**“How Arkansas’ Public Universities Can Advance Economic Development”**

*Session led by Carol Reeves, University of Arkansas Associate Professor of Management*

**9:50 - 10:30 a.m.**

**Hotel room check out**

**Informal network session with refreshments & viewing of Graduate/  
Undergraduate Researcher Posters Salon D**

**10:30 - 11:20 a.m.**

**Interest Group Sessions III**

**CFOs Riverside East**

**“Embracing the Unknown – Budget Challenges facing CFOs”**

*State tax revenues across the nation have never been scrutinized as closely as they are today. While Arkansas’s tax revenues have performed better than most, there is much speculation as to how receipts will fare in the coming months. Dr. John Shelnett, economist in the Economic Analysis and Tax Research Division of the Department of Finance and Administration, will share his perspective on the economic outlook for the state of Arkansas and how universities might be affected.*

**Governmental Relations Riverside West**

**“What is it Really Like to be a New Member of the Arkansas State  
Legislature?” Panel Discussion**

*Moderator: Skip Rutherford, Dean, Clinton School of Public Service*

*Six freshman legislators will share their experiences on working with colleagues, constituents, and advocacy groups. What is it really like to be one of the newest members of the Arkansas legislature? What surprised them? Which skills did they rely on most during the session? Which practices were especially helpful to them during the political process?*

**Panelists:**

**Rep. Davy Carter, District 48**

**Rep. Ann Clemmer, District 29**

**Rep. Uvalde Lindsey, District 88**

**Rep. Tiffany Rogers, District 14**

**Rep. Linda Tyler, District 45**

**Rep. Darrin Williams, District 36**

### **Research Administrators-Session I Boardroom**

#### **"FBI Security Briefing for Higher Education"**

*Two FBI special agents, Anthony Alimenti and Joan Neal, Domain Coordinator, will discuss their current operations with Universities in Arkansas and the region with a focus on current security violations, what the FBI is doing about them, and how universities can take a proactive stance to prevent them.*

### **Student Affairs-Session II Palisades**

#### **"Arkansas Academic Challenge: The Arkansas Lottery Scholarship"**

*Tara Smith, coordinator of financial aid for Arkansas Department of Higher Education, will discuss provisions of the new lottery scholarship.*

### **11:30 - 12:20 p.m. Interest Group Sessions IV**

#### **Foundations/Advancement Riverside East**

##### **Panel discussion**

#### **"Foundation/Advancement Veteran War Stories"**

#### **CFO's Riverside West**

##### **CFOs – Questions and Answers**

*An opportunity for Q&A with Dr. John Shelnutz regarding his presentation.*

### **Research Administrators Session II Boardroom**

#### **"FBI Security Briefing for Higher Education"**

*Continuation of Session I*

### **Governmental Relations Palisades**

#### **Q and A with the Higher Education Subcommittee**

*Rep. Johnnie Roebuck – District 20, Co-Chair*

*Higher education is the topic of discussion on both state and national levels in terms of the three A's - accessibility, affordability and accountability. Among these and other issues, there is great excitement among parents, students and the higher education community as the time nears for the first scholarships to be awarded from lottery proceeds. So put on your thinking caps, get your inquisitive minds in gear, and come prepared for this unique opportunity to interact with and learn from members of the Higher Education Subcommittee.*

### **12:30 - 1:30 p.m. Lunch**

*2009 Miss Arkansas, Sarah Slocum*

*Arkansas Governor Mike Beebe*

### **Adjourn**

### **Special thanks to our event sponsors:**

