

The Connecticut Conference of Independent Colleges  
invites you to attend

# Partnering for Progress

## 2016 CCIC MEMBER FORUM



**June 15, 2016**  
Quinnipiac University  
North Haven Campus  
8:15 a.m. – 12:30 p.m.

Pre-registration required  
[Register here](#) or visit [theccic.org](http://theccic.org)

## Plenary Session

## Higher Education Governance for the Future of Connecticut Overview and Recommendations from Dr. Aims McGuinness

As Connecticut faces significant budget challenges as well as the opportunity for new leadership in the Office of Higher Education, **Aims McGuinness**, author of the recently released report from the Education Commission of the States (ECS), "State Policy Leadership for the Future: History of state coordination and governance and for the future", will discuss his findings and thoughts on what type of leadership, coordination and collaboration Connecticut needs to meet the goals of the state's Strategic Plan for Higher Education. The new ECS report notes that to the extent that the independent sector is a critical element of a state's capacity to meet its goals, policy and planning should recognize the contributions of that sector to the achievement of state goals.

*Aims McGuinness is a Senior Fellow with the National Center for Higher Education Management Systems (NCHEMS), a private nonprofit policy center in Boulder, Colorado. At NCHEMS, he specializes in state governance and coordination of higher education; strategic planning and restructuring higher education systems; roles and responsibilities of public institutional and multi-campus system governing boards; and international comparison of education reform. Dr. McGuinness has also served as a consultant to Connecticut's Planning Commission for Higher Education since 2013.*

### Registration Information

- There is no fee to attend the event, but pre-registration is required.
- Workshop enrollment, directions and parking details will be included with your registration confirmation.
- Please register online at our website, [www.theccic.org](http://www.theccic.org), or at [this link](#).

### Agenda

8:15 am	Check-in and coffee
8:45 am	Welcome & Plenary
9:30 am	Workshop Session 1
10:45 am	Workshop Session 2
11:45 am	Networking Luncheon (provided)
12:30 pm	Adjourn

### Workshop Selections

- Two workshops sessions will be offered. Sessions will be organized based on enrollment.
- Please select your top three choices when you register. We will make every effort to accommodate your choices in the order you prefer.

### Workshops

A. Enabling Employees to Plan Today for Care Tomorrow	Affinity LTC
B. A Collaborative Approach to Financial Education	American Student Assistance
C. To Outsource or Not to Outsource? Managing Your Business More Efficiently	Apogee/Campus Televideo
D. How Motivation Impacts Goal Setting	Arch Health and Productivity – Anthem Blue Cross Blue Shield
E. Do More with Less Through Regional Efficiency Efforts	Capitol Region Education Council
F. Cybersecurity, Privacy & Internal Investigations in Higher Education	Davis, Clark & Bonafonte, LLC
G. Energy Efficiency Solution Best Practices	Fairbanks Energy
H. Student Health Insurance Marketplace Updates	Gallagher Student Health
I. Workplace Investigations	Murtha Cullina LLP
J. How Long The Arm? Legal Responsibility For Off-Campus Conduct	Pullman & Comley, LLC
K. How Colleges and Universities can optimize their organizational capabilities and culture to achieve their objectives using SAS' Information Evolution Model	SAS Institute, Inc.
L. Union Organization and Protected Activity - The Legacy of the Obama National Labor Relations Board	Shipman & Goodwin LLP
M. State of Facilities: Connecticut	Sightlines
N. Harnessing Data to Improve Your Brand Strategy	Slalom
O. Understanding the Redesigned SAT Suite of Assessments	The College Board
P. Technology Considerations in Attracting and Servicing Top Students	The Walker Group

## Workshop Descriptions

### **Enabling Employees to Plan Today for Care Tomorrow**

Affinity LTC

*Presented By Lois P. Mellon*

Presenting an overview for Long Term Care planning. Health Insurance and the ACA do not cover the growing cost of care. Employees value the opportunity to plan ahead, protecting family members from the burden of care, while building a firewall of protection around their assets by choosing their own coverage on a voluntary basis. The most significant threat to our retirement assets is a long term care need. As a CCIC member institution, you have access to a robust benefit packaged together exclusively for private higher ed offering employees group pricing and reduced underwriting that cannot be obtained elsewhere in the marketplace. Learn more about the advantages of high value, easy addition to your benefit package.

### **A Collaborative Approach to Financial Education**

American Student Assistance

*Presented by Tanya Tanaro and Jonathan Sparling*

While school personnel understand the necessity for financial education—and many have a desire to provide information and tools to their students—campuses often need a more structured roadmap to successfully gain cross-departmental buy-in and implement a financial literacy program. This session outlines a comprehensive approach to financial education on campus—highlighting “pain points” for many campus offices, strategies for collaborating across campus units, and ideas for creative partnerships. Attendees will walk away with a better understanding of how to engage colleagues across campus, ways to position financial education and the “what’s in it for me” and next steps for creating a well-developed, cross campus financial education program.

### **To Outsource or Not to Outsource? Managing Your Business More Efficiently**

Apogee/Campus Televideo

*Presented by Lucas Seelig*

According to the NACUBO/ACUHO-I/ ACUTA annual State of ResNet report, the amount of campuses outsourcing their residential networks has doubled within the last year alone. Learn how you can meet student demand and improve service & support in order to improve your efforts of attracting & retaining students on your campus, rather than being constrained by a lack of time, money, or staff. Learn more about the process for developing a Strategic Plan between Housing, Finance & IT to develop a predictable budget for your business.

### **How Motivation Impacts Goal Setting**

Arch Health and Productivity

*Presented by Brian Passon*

We’ve all set goals and thought that we could motivate ourselves or others. Let’s rethink what motivation truly is and learn the differences between intrinsic and extrinsic motivation and how to develop workplaces and environments that inspire people to achieve their goals, rather than trying to dangle carrots or hit ‘em with sticks.

### **Do More with Less Through Regional Efficiency Efforts**

Capitol Region Education Council

*Presented by Mary Glassman and Cara Hart*

Learn how CREC's Office for Regional Efficiencies collaborates to achieve cost savings while providing high quality services in a variety of areas. CORE's primary focus is to help identify efficiencies in non-instructional areas and to reinvest resources available for teaching and learning without increasing the bottom-line. We'll highlight our stop loss captive initiative, to stabilize and reduce health care premiums.

## **Cybersecurity, Privacy & Internal Investigations in Higher Education**

Davis, Clark & Bonafonte, LLC

*Presented by Steven J. Bonafonte*

Second only to the medical field, higher education finds itself a prime target for cybercriminals in search of sensitive and personal information. In addition, the intersection of cybersecurity and privacy interests creates additional challenges when conducting internal investigations. This session will discuss the evolving cybersecurity standard of care, several examples of recent data security incidents in higher education, and how higher education institutions can best assess their ability to resist and detect malicious activity.

## **Energy Efficiency Solution Best Practices**

Fairbanks Energy

*Presented by Pater Fairbanks*

This workshop will discuss LED lighting, HVAC, and steam system energy efficiency solutions that are optimized for functionality, efficiency, utility incentives, and cost effectiveness. Financing options will also be discussed. This workshop would be of interest to facilities, sustainability and finance.

## **Student Health Insurance Marketplace Updates**

Gallagher Student Health

*Presented by Lawrence Healey and Julie Fobert*

Objectives will focus on a state of the union overview of the student health marketplace, impact of the Affordable Care Act, insurance carrier updates, discussion of subsidies for graduate students and other applicable legislative updates.

## **Workplace Investigations**

Murtha Cullina LLP

*Presented by Barry J. Waters and Jennifer Corvo*

Colleges are frequently in the spotlight regarding harassment and discrimination allegations, whether they be from students, faculty, or members of the administration. Often the investigation itself is "on trial" and the person conducting the investigation is a key witness. Effective investigations are a must! Join us for this interactive workshop as we discuss the elements of an effective investigation. We welcome your participation and insights.

## **How Long The Arm? Legal Responsibility For Off-Campus Conduct**

Pullman & Comley, LLC

*Presented by Michael P. McKeon*

In 2011, OCR issued a "Dear Colleague" letter which appeared to require educational institutions to investigate complaints of off-campus, student-related sexual harassment. Some courts, however, have recently rejected this interpretation of OCR's 2011 guidance, leaving uncertain when community-based actions translate into a sexually hostile campus environment, and the concomitant extent to which schools are obliged to respond to off-campus conduct.

## **How Colleges and Universities can optimize their organizational capabilities and culture to achieve their objectives using SAS' Information Evolution Model.**

SAS Institute, Inc.

*Presented by Aiman Zeid*

This session will provide a blueprint of how schools and university can use the SAS Information Evolution Model to evaluate their current information and analytical capabilities and begin to build systematic plans to take their information capabilities to the next level.

## **Union Organization and Protected Activity - The legacy of the Obama National Labor Relations Board**

Shipman & Goodwin LLP

*Presented by Gary S. Starr*

The NLRB has been looking for ways to protect union and non-union employees. Their decisions and new regulations present new challenges to employers, particularly those who think logically.

## **State of Facilities: Connecticut**

Sightlines

*Presented by Jonathan King*

Leveling or declining enrollments. Aging buildings and infrastructure. Growing backlog of deferred maintenance. Limited capital and operational funds. These are the trends affecting colleges and universities across the country and here in Connecticut. In this presentation, we will delve into these issues, show the impact they are having at local institutions, and offer innovative ways other institutions are addressing current challenges and making proactive plans for the future.

## **Harnessing Data to Improve Your Brand Strategy**

Slalom Consulting

*Presented by Eric Bischof and Paresh Harjani*

Defining and articulating your brand strategy is a challenge. Whether it's engaging prospective students or alumni fundraising, a clear and concise brand is key. This session will discuss how to assess and engage your landscape of data assets and key stakeholders to refine the message of your brand and communicate its value.

## **Understanding the Redesigned SAT Suite of Assessments**

The College Board

*Presented by Pete Sison and Arthur Doyle*

Learn how to make sense of the information provided by the redesigned SAT Suite of Assessments for your institution and your prospective students. Topics will include understanding the new scores, using concordance to compare scores, and understanding the impact of the SAT Suite of Assessments for higher education recruitment and admissions.

## **Technology Considerations in Attracting and Servicing Top Students**

The Walker Group

*Presented by Steven R. Bulmer and Jaime Rudy*

This presentation will focus on current or emerging technologies that are impactful on student life from matriculation to graduation. Learn which investments can not only best serve the student population but also help compete for the best talent and provide good institutional ROI.



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### **REGISTER TODAY!**