



2019 Texas Higher Education Leadership Conference:
Knowledge and Skills Now: Higher Education as a Leader in Opportunity

**Crowne Plaza Austin Hotel
6121 IH-35 North
Austin, Texas**

**ORIENTATION & CONFERENCE AGENDA
November 21-22, 2019**

Orientation Day One: Thursday, November 21, 2019*

7:00 a.m. Registration/Check-in/Breakfast Buffet (Grand Ballroom, Salon E-H)

8:00 a.m. Welcome to Conference Participants (Grand Ballroom, Salons A-D)

Stuart W. Stedman, J.D., Chair, Texas Higher Education Coordinating Board (THECB)

THECB Chair Stuart W. Stedman will provide some opening remarks and welcome participants to Day One of the conference.

8:15 a.m. Panel Discussion – “What I Wish I Had Known as a New Governing Board Member (and What I Wish My New Board Members Would Have Known): Mutual Expectations” (Grand Ballroom, Salons A-D)

Facilitator: Stuart W. Stedman, J.D., Chair, THECB

Panelists:

- *Nicole Eversmann, Trustee, Austin Community College District*
- *Michael L. Reeser, Chancellor and CEO, Texas State Technical College*
- *Welcome W. Wilson, Jr., Member, THECB, and former Vice Chairman, University of Houston System Board of Regents*

Governing board members who serve public colleges and universities fulfill their considerable responsibilities in an increasing complex political, economic, and social environment. THECB Chair Stuart W. Stedman will facilitate a panel discussion of the biggest concerns of new regents and trustees, relations among governing board members and senior administrators, and the evaluation of board and executive performance.

* This full-day orientation on November 21 satisfies the training requirement for newly appointed regents and elected trustees (Texas Education Code, Section 61.084, Training for Members of Governing Boards).

Concurrent Sessions

Community & Technical College Leaders (Grand Ballroom, Salons A-D)	University Leaders (Lone Star)
<p>Presenters will discuss the process of budget planning at Texas public community and technical colleges in Texas, issues related to the appropriation process and the various sources of revenue that are available to community colleges, financial management issues and best practices, reporting, and tools available online at: http://www.thecb.state.tx.us, http://www.60x30TX.com, and http://www.txhighereddata.org/.</p>	<p>Presenters will discuss the process of budget planning at public universities and state colleges in Texas, roles and responsibilities, information needed for effective campus monitoring and oversight, the process used in Texas to audit public institutions, and tools available online at: http://www.thecb.state.tx.us, http://www.60x30TX.com, and http://www.txhighereddata.org/.</p>
<p>9:00 a.m. Understanding the Revenue Mix for Texas Community Colleges and the State Budgeting Process</p> <p><i>Presenters: Betty A. McCrohan, President, Wharton County Junior College</i></p> <p><i>Johnette Edwards McKown, Ed.D., President, McLennan Community College</i></p>	<p>9:00 a.m. The Budgeting Process for Public Universities in Texas</p> <p><i>Presenter: Scott C. Kelley, Ed.D., Executive Vice Chancellor, Office of Business Affairs, The University of Texas System</i></p>
<p>9:45 a.m. The Budgeting Process for Public Community Colleges in Texas</p> <p><i>Presenters: Diane E. Snyder, Ph.D., Vice Chancellor of Finance and Administration, Alamo Community College District</i></p>	<p>9:45 a.m. Space Usage Efficiency</p> <p><i>Presenter: Roland Gilmore, Senior Program Director, THECB</i></p>
<p>10:30 a.m. Break (Pre-function outside Salons D-E)</p>	<p>10:00 a.m. Basic Board Member Roles and Responsibilities: Sustaining Institutional Autonomy and Board Independence</p> <p><i>Presenter: Fred Farias III, OD, FAOO, Board Vice-Chair, THECB</i></p>
<p>10:45 a.m. Campus Financial Management – Panel Discussion</p> <p><i>Facilitator: Rose M. Martinez, Ph.D., Director, Bellwether College Consortium</i></p> <p><i>Panelists: Stephen C. Head, Ph.D., Chancellor, Lone Star College</i></p> <p><i>Millicent Valek, Ph.D., President, Brazosport College</i></p>	<p>10:30 a.m. Break (Pre-function outside Salons D-E)</p> <p>10:45 a.m. Monitoring and Oversight: What is Good Information?</p> <p><i>Presenter: Fred Farias III, OD, Board Vice-Chair, THECB</i></p>
<p>11:30 a.m. Financial Reporting and Ratio Analysis</p> <p><i>Presenter: Roland Gilmore, Senior Program Director, THECB</i></p>	<p>11:30 a.m. The Auditing Process for Public Universities in Texas</p> <p><i>Presenter: Mark A. Poehl, BBA, CPA, Director, Internal Audit and Compliance, THECB</i></p>

12:00 p.m. Luncheon and Keynote Speaker – Commissioner Harrison Keller: The State of Higher Education in Texas (Grand Ballroom, Salons E-H)

Harrison Keller, Ph.D., Commissioner of Higher Education

The aim of the 60x30TX higher education strategic plan is to help all students achieve their educational goals, which, in turn, will help Texas remain globally competitive for years to come. 60x30TX is entirely student-centered: Its overarching goal is that 60 percent of young adults (ages 25-34) in Texas will hold some type of postsecondary credential by 2030. Other goals are that by 2030, more students (regardless of age) will complete a certificate or degree; graduates will have identifiable marketable skills irrespective of major; and that, statewide, students will not graduate with debt exceeding 60 percent of their first-year wages. Successful achievement of these four, interrelated goals will require unprecedented collaboration among K-12, higher education, and the workforce, as well as the local creativity of Texas two- and four-year colleges and universities. Higher Education Commissioner Harrison Keller will provide an overview of the state of higher education in Texas, a brief overview of 60x30TX, and the progress being made with respect to achieving the plan's goals and targets.

1:00 p.m. Break (Pre-function outside Salons D-E)

Conference Day One: Thursday, November 21, 2019
(Orientation Day One Continued)

1:15 p.m. The 60x30TX.com Website and Monitoring Progress toward Achieving the Goals of 60x30TX through the Texas Public Higher Education Accountability System (Grand Ballroom, Salons A-D)

Julie A. Eklund, Ph.D., Assistant Commissioner, Strategic Planning and Funding, THECB

David W. Gardner, Ph.D., Deputy Commissioner for Academic Planning and Policy/Chief Academic Officer, THECB

Part of the communication strategy for the state's 60x30TX higher education strategic plan is a consumer-friendly website that provides an overview of 60x30TX, key data, and discussions of topics critical to achieving the goals and targets of the plan. A consumer can go directly from the 60x30TX.com website to the recently redesigned Higher Education Accountability System. The system has been in place for nearly 15 years and is used to track performance on critical measures that exemplify the missions of Texas higher education institutions. Deputy Commissioner David W. Gardner and Assistant Commissioner Julie A. Eklund will provide an overview of 60x30TX.com, the Accountability System, and the accountability data that can be used by higher education leaders to assist them in advancing their institutional missions and moving Texas forward in accomplishing the state's higher education goals. They also will provide an overview of the THECB's work to date with regions and institutions with respect to "regional targets and strategies" in three areas of 60x30TX – the Educated Population goal, the Completion goal, and the High School-to-College Direct Enrollment target.

2:00 p.m. Effective Trusteeship, Ethics (including Ethical Issues in Financial Management), and the Avoidance of Conflicts of Interest (Grand Ballroom, Salons A-D)

Facilitator: William M. Franz, J.D., LL.M., General Counsel, THECB

Panelists:

- *Cobby A. Caputo, J.D., School Lawyer, Bickerstaff Heath Delgado Acosta LLP*
- *Dona H. Cornell, J.D., Vice Chancellor for Legal Affairs and General Counsel, University of Houston System*
- *Fernando C. Gomez, J.D., Ph.D., Vice Chancellor and General Counsel, Texas State University System*

Governing board members who serve public colleges and universities fulfill their considerable responsibilities in an increasingly complex legal environment. Practitioners of management accounting and financial management have an obligation to the public, their profession, the organization they serve, and themselves to maintain the highest standards of ethical conduct. In recognition of these obligations, General Counsel William M. Franz will lead a panel of legal experts who will provide an overview of open meetings/records laws in Texas and engage in an interactive discussion of effective trusteeship, ethics (including ethical issues in financial management), the avoidance of conflicts of interest, and other topics of interest.

3:00 p.m. Break (Pre-function outside Salons D-E)

3:15 p.m. Effective Trusteeship, Ethics (including Ethical Issues in Financial Management), and the Avoidance of Conflicts of Interest (Continued)
(Grand Ballroom, Salons A-D)

3:45 p.m. Governor Abbott's Executive Orders on Safety (Grand Ballroom, Salons A-D)

Dale Avant, Chief of the Intelligence and Counterterrorism Division, Department of Public Safety

Following the tragedies in El Paso and Odessa, Governor Greg Abbott issued eight executive orders to help prevent further mass shootings by enhancing reporting requirements and ensuring law enforcement and the public have the training, tools, and resources they need to provide and respond to Suspicious Activity Reports. The action by the governor is a starting point in the process to keep Texas communities safe. Mr. Avant will discuss Executive Order #5; that is, how the Department of Public Safety will work with the Texas Education Agency and the Texas Higher Education Coordinating Board on ways to better inform schools, students, staff, and families about the importance of Suspicious Activity Reports and how to initiate that process.

4:15 p.m. Leadership Dynamics in Public Higher Education – The Coordinating Board, Systems, and Campuses Working Together
(Grand Ballroom, Salons A-D)

Facilitator: Kelly M. Quintanilla, Ph.D., President, Texas A&M University-Corpus Christi

Panelists:

- *Cesar Maldonado, Ph.D., Chancellor, Houston Community College*
- *James B. Milliken, J.D., Chancellor, The University of Texas System*
- *Michael L. Reeser, Chancellor and CEO, Texas State Technical College*

Texas has become increasingly engaged in a global economy dependent on skilled and knowledgeable workers. Given the mission of higher education, the needs of the state and its communities, the expectations of students, and the reality of a global marketplace, Dr. Kelly M. Quintanilla will facilitate a panel discussion of how Texas institutions of higher education can work together and with the executive and legislative branches of government to achieve their missions and educate students to supply the workforce needed to compete in a global economy.

4:55 p.m. Concluding Remarks (Grand Ballroom, Salons A-D)

Stuart W. Stedman, J.D., Chair, THECB

THECB Chair Stuart W. Stedman will provide some concluding remarks about the day's activities and encourage conference participants to enjoy relaxed conversation at a special reception for conference participants and other invited guests in the Crowne Plaza's Crossroads Lounge.

5:00 p.m. Adjournment

5:00 p.m. Reception (Crossroads Lounge)

7:00 p.m. Dinner on Your Own

Conference Day Two: Friday, November 22, 2019

7:00 a.m. Registration/Check-in/Breakfast Buffet (Grand Ballroom, Salon E-H)

8:00 a.m. Welcome (Grand Ballroom, Salons A-D)

Stuart W. Stedman, J.D., Chair, Texas Higher Education Coordinating Board (THECB)

THECB Chair Stuart W. Stedman will welcome participants to Day Two of the conference.

8:15 a.m. Keynote Speaker – (Grand Ballroom, Salons A-D)

Norma Guerra Gaier, Immediate Past President, National Association of Colleges and Employers Board of Directors, and Executive Director for Texas Career Engagement, The University of Texas at Austin

The National Association of Colleges and Employers (NACE) is a nonprofit professional association established in 1956 for college career services, recruiting practitioners, and organizations that hire recent college graduates. NACE is the leading source of information on the transition from college to workforce. The NACE mission and membership are well poised to support the marketable skills goal of *60x30TX* in multiple ways, including facilitating conversations between colleges and employers, communicating the value of higher education to students, and helping students market themselves for an optimal launch into their professional lives. Ms. Guerra Gaier’s remarks will connect the marketable skills goal to the ongoing work at NACE and address how the two are complimentary.

9:15 a.m. Break (Pre-function outside Salons D-E)

Concurrent Sessions

9:30 a.m. How to Maximize Student ROI in a Liberal Arts Education (Grand Ballroom, Salons A-D)	9:30 a.m. Layering and Complementing Marketable Skills (Lone Star)
Labor force outcomes for graduates of private liberal arts colleges often and consistently outpace public institutions. The high-impact practices at these colleges produce graduates that are motivated to transition to workforce, and that leave their institutions with the genuine belief higher education was well worth the money and time spent. Senior Director Ginger L. Gossman will facilitate a panel discussion of practices public higher education institutions can model after private liberal arts colleges to implement the marketable skills goal.	The avenues through which students are exposed to marketable skills will vary by institution and program, as will the avenues through which these skills are communicated to students. <i>60x30TX</i> provides latitude for two- and four-year institutions and encourages local creativity in pursuing the goals as institutions pursue their own distinct missions. Providing unique paths for learning and communicating skills is part of these unique missions. Deputy Commissioner David W. Gardner will facilitate a panel discussion of how higher education institutions can leverage existing programs to enhance or complement marketable skills.
<p><i>Facilitator: Ginger L. Gossman, Ph.D., Senior Director for Innovation and Policy Development, THECB</i></p> <p><i>Panelists:</i></p> <ul style="list-style-type: none"> • <i>Edward B. Burger, Ph.D., President and Professor, Southwestern University</i> • <i>George A. Williams, Jr., Ph.D., Vice President for Student Affairs, Our Lady of the Lake University</i> 	<p><i>Facilitator: David W. Gardner, Ph.D., Deputy Commissioner for Academic Planning and Policy/Chief Academic Officer, THECB</i></p> <p><i>Panelists:</i></p> <ul style="list-style-type: none"> • <i>Diana L. Hopes, Ed.D., Dean of Academic Services, Collin College</i> • <i>Jeanette Herman, Ph.D., Assistant Dean for Academic Initiatives and Director, Bridging Disciplines Programs, The University of Texas at Austin</i>

10:30 a.m. Break (Pre-function outside Salons D-E)

10:45 a.m. Plenary Session - Internships and Marketable Skills (Grand Ballroom, Salons A-D)

Facilitator: Linda Battles, Deputy Commissioner for Agency Operations and Communication/Chief Operating Officer, THECB

Panelists:

- *Aaron Demerson, Commissioner Representing Employers, Texas Workforce Commission*
- *Carlena "CJ" Harris, Manager of Talent Acquisition and Organizational Development, Luminex Corporation, and Past Director for Employers on the NACE Board of Directors*
- *Jennifer Kirby, Geographic Information Systems (GIS) Work Lead, Texas Commission on Environmental Quality, and Former Mickey Leland Environmental Internship Recipient*

Earlier this year, the THECB released an Internship Toolkit for employers that provides information on how to align new and existing internship programs with *60x30TX*. The toolkit emphasizes the importance of employers working with higher education career services professionals to create meaningful internship programs. The toolkit also makes a strong case that internships should be paid and should include the marketable skills students are learning or improving during the program. Deputy Commissioner Linda Battles will introduce the toolkit and facilitate a panel discussion of the benefit of internships to Texas graduates. The Internship Toolkit is available online at <http://www.60x30tx.com/media/1516/internshiptoolkit.pdf>.

12:00 p.m. Luncheon and 2019 Star Awards Ceremony (Grand Ballroom, Salons E-H)

Texas Higher Education Star Awards Finalists

Members of the Texas Higher Education Coordinating Board

The Texas Higher Education Star Award recognizes exceptional contributions toward achieving one or more of the goals of the state's higher education strategic plan, now *60x30TX* (previously, *Closing the Gaps by 2015*). Each year since being created by the THECB in 2001, nominations and subsequent applications for the Star Award are accepted by the THECB from eligible institutions and organizations across Texas. During the ceremony, the seven Star Award finalists for 2019 will provide summaries of their programs, and members of the Coordinating Board and the Commissioner of Higher Education will announce and honor the 2019 Star Award winners.

1:15 p.m. Adjournment

1:15 p.m. Portrait Photo Sessions for Star Award Finalists (Grand Ballroom, Salons E-H)

All 2019 Star Awards finalists will be invited to join members of the Coordinating Board and the Commissioner of Higher Education for some additional photographs.