

Western Academic
Leadership Forum

Breaking through the
NOISE
Messaging for
Maximum Impact

Western Academic Leadership Forum

Annual Meeting

April 25-27, 2018 Vancouver, Washington

Breaking Through the Noise: Messaging for Maximum Impact



Message from the Chair

As chair of the Western Academic Leadership Forum, I want to welcome you to our annual meeting in beautiful downtown Vancouver, Washington. With the theme “Breaking Through the Noise: Messaging for Maximum Impact,” our program looks to the present and future of higher education and how we can better tell our story to multiple audiences (students, legislators, faculty) through multiple channels ranging from face-to-face, to social media, to online education platforms, to new channels yet to come. How do we focus and enhance our message in this ‘hoisy’ environment? These questions are of great importance in higher education right now. I hope you enjoyed our recommended advance readings and will have the opportunity to actively engage in conversations with two of the authors during this meeting. This program provides an ideal mix of expert commentary on our topics and opportunities for meaningful interactions with colleagues in small group discussions. I believe we will all leave with new ideas and perspectives that will be reinvigorating. But, before you go, be sure to thank our generous sponsors. Without their benevolent support, this meeting would not be possible.

A handwritten signature in black ink, appearing to read 'Renny Christopher', with a long horizontal line extending to the right.

Renny Christopher, Forum Chair
Vice Chancellor for Academic Affairs, Washington State University Vancouver

Attendees

- Provosts, vice presidents and directors of academic affairs, and directors of research from public and private bachelor’s, master’s, and doctoral institutions
- Chief executive officers and chief academic officers of systems and statewide agencies
- Other staff, with expertise in the program topic areas, who are accompanying those above at their invitation

About the Western Academic Leadership Forum

The Western Academic Leadership Forum (the Forum), based at the Western Interstate Commission for Higher Education (WICHE), provides a unique venue where the West’s top academic leaders share perspectives on current issues to help inform their future decision making and leadership, as well as engage in planning and developing innovative regional initiatives addressing common concerns. Through the Forum, you will find colleagues eager to share the lessons they’ve learned from tackling challenges like the ones you’re facing and others with special expertise who will lend you expert advice and assistance. Together, we will help build a stronger future for higher education in the West.



Schedule at a Glance

Wednesday, April 25

Hilton Vancouver Washington Hotel

- 8:30 - 6:00 p.m. Registration
- 9:00 a.m. - noon Closing Seminar: 2017 Academy (*cohort and faculty only*)
- Noon - 1:00 p.m. Lunch for Academy Cohort, Faculty, and Executive Committee
- 1:00 - 4:30 p.m. Executive Committee Meeting (*executive committee members only*)
- 5:30 - 6:30 p.m. Opening Reception
- 6:30 - 8:30 p.m. Welcome, Dinner, and Keynote –
Stereotype Threat and Identity Threat: The Science of a Diverse Community

Thursday, April 26

- 7:00 - 5:00 p.m. Registration
- 7:30 - 8:15 a.m. Breakfast
- 8:15 - 8:30 a.m. Welcome and Meeting Overview
- 8:30 - 9:30 a.m. Taking the Temperature of Today's Student Body
- 9:45 - 11:00 a.m. Storytelling Secrets: How to Make Your Message Resonate with Legislators and Other Key Stakeholders
- 11:15 a.m. -
12:15 p.m. Lightning Round: Telling the Compelling Wellness Story
- 12:15 - 1:15 p.m. Awards Luncheon - Transforming How We Teach: Great Opportunities and Challenges
- 1:30 - 2:30 p.m. Delivering the Right Message at the Right Time in the Right Way for the Right Effect
- 2:30 - 3:30 p.m. Scaling Up Boutique Student Success Efforts for Broader Impact
- 3:45 - 4:45 p.m. Good Ideas with the Evidence to Prove It!
- 5:00 - 7:00 p.m. Reception hosted by Pearson
- Dinner on your own

Friday, April 27

- 7:30 - 8:45 a.m. Breakfast and Forum Annual Membership Meeting
- 9:00 - 10:00 a.m. Artificial Intelligence & Its Place in Higher Education
- 10:15 - 11:00 a.m. Lightning Round: Preparing our Faculty for the Intriguing Future of Teaching and Learning
- 11:00 - 11:45 a.m. Tackling Wicked Problems from Campus: The Critical Role of University Centers, Faculty, and Students as Key Local Resources for Deliberative Engagement
- 11:45 - noon Wrap-Up and Adjournment

April 25-27, 2018, Vancouver, Wash.

Host & Sponsors

Special appreciation goes to our host
Washington State University Vancouver



vancouver.wsu.edu

And to our generous sponsors who make this meeting possible!

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nuventive.com

2018 Academic Tool of the Year Colleagues' Choice Award

Voting will take place
during
Good Ideas Session
on Thursday at 3:45 p.m.

Find your ballot in your packet.



Congratulations to our 2017 Academy graduates!



Front Row: Jody Hironaka-Juteau (California State University Fresno), Benjamin Jones (Dakota State University), Gregory Robinson (Nevada State College)
Middle Row: Deb Hedeem (University of Montana, Western), Karen Appleby (Idaho State University), Joelle Lien (Northern State University), Alex Fitts (University of Alaska, Fairbanks), Elizabeth Freeburg (University of South Dakota)
Top Row: Paul Layer (University of Alaska, Fairbanks), Robert Knight (California State University, Chico), Andrew Kersten (University of Idaho), Ilse-Mari Lee (Montana State University Bozeman)

Keynote Speaker – Claude Steele

Claude Steele is an American social psychologist and currently serves as emeritus professor at Stanford University. He is best known for his work on stereotype threat and its application to minority student academic performance. His earlier work dealt with research on the self (e.g., self-image, self-affirmation) as well as the role of self-regulation in addictive behaviors. In 2010, he released his book, *Whistling Vivaldi: How Stereotypes Affect Us and What We Can Do*, summarizing years of research on stereotype threat and the underperformance of minority students in higher education. He has served in several major academic leadership positions such as the executive vice chancellor and provost at University of California Berkeley, the I. James Quillen dean for the school of education at Stanford University, and as the provost of Columbia University. He holds a B.A. in psychology from Hiram College (OH), an M.A. in social psychology from Ohio State University, and a Ph.D. in social psychology and statistical psychology from Ohio State University.



Luncheon Speaker – Carl Wieman

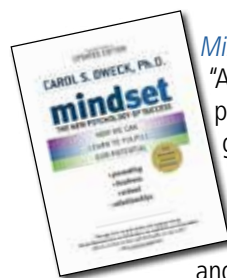
Carl Wieman has been a professor of physics at the graduate school of education at Stanford University since 2013, and before that was at the Universities of Colorado and British Columbia and was the associate director for science in the White House Office of Science and Technology Policy. Wieman has carried out extensive research in both atomic physics (Nobel Prize 2001) and undergraduate science education (Carnegie Professor of the Year 2004), including institutional change in teaching. Wieman received his B.S. from MIT and Ph.D. from Stanford University. Wieman recently published a book on large scale change, *Improving How Universities Teach Science: Lessons from the Science Education Initiative*.



Advance Reading

In advance of the annual meeting, attendees were encouraged to read selections to help inform discussions on the program. The books shown above are two selections and there is one further title, *Mindset: The New Psychology of Success*, by Carol S. Dweck.

Descriptions were retrieved from Amazon.com on August 31, 2017.



Mindset: The New Psychology of Success by Carol Dweck
“After decades of research, world-renowned Stanford University psychologist Carol S. Dweck, Ph.D., discovered a simple but groundbreaking idea: the power of mindset. In this brilliant book, she shows how success in school, work, sports, the arts, and almost every area of human endeavor can be dramatically influenced by how we think about our talents and abilities. People with a fixed mindset—those who believe that abilities are fixed—are less likely to flourish than those with a growth mindset—those who believe that abilities can be developed. Mindset reveals how great parents, teachers, managers, and athletes can put this idea to use to foster outstanding accomplishment.”

Wednesday, April 25

Hilton Vancouver Washington Hotel

8:30 a.m. - 6:00 p.m.

Discovery Foyer

Registration Open

9:00 a.m. - noon

Alder

Closing Seminar: 2017 Academy (cohort and faculty only)

Noon - 1:00 p.m.

Discovery Ballroom DE

Lunch for Academy Cohort, Faculty, and Executive Committee



1:00 - 4:30 p.m.

Alder

Executive Committee Meeting (executive committee members only)

5:30 - 6:30 p.m.

Discovery Foyer

Opening Reception

6:30 - 8:30 p.m.

Discovery Ballroom DE

Welcome, Dinner, and Keynote

Stereotype Threat and Identity Threat: The Science of a Diverse Community

Drawing on stereotype threat and social identity threat research, this talk will address the why, what, and how of diverse learning communities: why they are important, a working hypothesis about what is critical to their success, and what research reveals about how to achieve that success. The talk's practical aim is to identify features of diverse learning communities—schools, universities, and academic disciplines—that while good for all students, are especially helpful for minority students generally, and for women in STEM fields. The talk will also explore the psychological significance of community and its role in learning.



Introducer:

Dan Howard, New Mexico State University

Speaker:

Claude Steele, University of California Berkeley



Thursday, April 26

7:00 a.m. - 5:00 p.m.

Discovery Foyer

Registration Open

7:30 - 8:15 a.m.

Discovery Ballroom C

Breakfast



8:15 - 8:30 a.m.

Discovery Ballroom AB

Welcome and Meeting Overview

Renny Christopher, Washington State University Vancouver & Forum Chair

8:30 - 9:30 a.m.

Discovery Ballroom AB

Taking the Temperature of Today's Student Body

For many students, the college experience is the gateway to career and life success. For others, it is a time of constant struggle to balance the demands of college with those of life. While some students are dealing with behavioral health issues, others are facing food and shelter insecurity making our goals for student success much more challenging to achieve. What are the effects of some of the social determinants on our students?



What can we learn from the data on our students' wellness collected in the Forum's recent membership survey? How do we tell this story successfully to stakeholders so that it leads to more understanding and resources? Our panelists will engage in thoughtful dialogue around these and other important questions.



Moderator:

Laura Woodworth-Ney, Idaho State University

Speakers:

Sona Andrews, Provost Emerita, Portland State University (OR)

Carlos Crespo, Portland State University

Hannah Koch, WICHE



9:30 - 9:45 a.m.

Discovery Foyer

Break

9:45 - 11:00 a.m.

Discovery Ballroom AB

Storytelling Secrets: How to Make Your Message Resonate with Legislators and Other Key Stakeholders

The challenges faced by higher education institutions are increasingly complex. How can we help legislators and other key stakeholders understand some of these issues and effectively engage with us as partners in developing solutions that will lead to increased student success? Let's hear what these WICHE commissioners with experience on both sides of the conversation can share with us.

Moderator:

Clayton Christian, Montana University System



Speakers:

Dave Buhler, Utah System of Higher Education

Barbara Damron, New Mexico Higher Education Department

Rep. Gerry Pollet, Washington State House of Representatives



11:00 - 11:15 a.m.

Break

11:15 a.m. - 12:15 p.m.

Discovery Ballroom AB

Lightning Round: Telling the Compelling Wellness Story

In our role as chief academic leaders we need to help our stakeholders understand the challenges our institutions face in meeting the goals for students' success, given the diverse needs of today's student population. Join this session to participate in very frank roundtable discussions among colleagues about the lessons learned from both successes and failures in dealing with campus wellness issues and when speaking to critical audiences on this very important topic.

Discussion Leader:

Gail Burd, University of Arizona



Table Hosts:

Greg Benson, Utah System of Higher Education

Karen Carey, University of Alaska Southeast

Beth Freeburg, University of South Dakota

Vicki Golich, Metropolitan State University of Denver (CO)

Kamel Haddad, California State University, San Marcos

Kelly Long, Colorado State University
Megan Selheim, University of Wyoming
Donald Straney, University of Hawai'i System

12:15 - 1:15 p.m.
Discovery Ballroom C



Awards Luncheon

During this year's award luncheon, we'll tell you about an exciting new process whereby you will be involved in selecting this year's award winner.



Commentator: Joe Cline, University of Nevada, Reno

Transforming How We Teach: Great Opportunities and Challenges

Research advances have led to new teaching methods that produce large improvements in outcomes for all undergraduate students, particularly those at-risk, but the implementation requires expertise that few faculty have. The challenge for universities is how to change the culture so faculty collectively value and learn this expertise, and to accurately determine what support will make this learning most efficient and effective. This session will discuss issues and solutions.

Introducer:

Renny Christopher, Washington State University Vancouver



Speaker:

Carl Wieman, Stanford University (CA)

1:15 - 1:30 p.m.

Break

1:30 - 2:30 p.m.
Discovery Ballroom AB

Delivering the Right Message at the Right Time in the Right Way for the Right Effect

Today's students and faculty are inundated with messages from sun up to sun down and most of the time in between. What are some effective strategies that ensure our communications will rise above the rest with one or both of these audiences? How can we deal with some of the ethical and boundary challenges that arise with the use of social media?

Moderator:

Paul Turman, South Dakota Board of Regents



Speakers:

Carina Beck, Montana State University Bozeman

Michael Caulfield, Washington State University
Vancouver

Laura Malcolm, Civitas



2:30 - 3:30 p.m.
Discovery Ballroom AB

Scaling Up Boutique Student Success Efforts for Broader Impact

A plethora of student success initiatives abound in the K-12 and two-year sector and some are making a real difference for students. More effective counseling of high school students, guided pathways, apprenticeships, and lifelong learning are just a few of these efforts. Yet, many are boutique in nature, providing excellent service to those they reach. How will some of these efforts scale in the future to ensure more students benefit from their first-rate services? How are student expectations and opportunities in the four-year sector likely to change as a result?

Moderator:

John Cech, Montana University System



Speakers:
Patrick Briggs, AVID
Kimberly Green, CareerTech



3:30 - 3:45 p.m.

Break

3:45 - 4:45 p.m.

Discovery Ballroom AB

Good Ideas with the Evidence to Prove It!

In this fast-moving session, we'll hear about some of our members' exciting ideas, how they brought them to life, and what evidence exists to verify their success. Each speaker will have just two minutes to tell us all about it. What a great way to wrap up the day with a whole collection of new, proven ideas to try out back home!

Emcee:

Veronica Dujon, State of Oregon: Higher Education Coordinating Commission



Speakers:

- Alaska:** Using iPads at a Distance – **Karen Carey**, University of Alaska Southeast
- Arizona:** Using PeopleSoft to Collect Data and Report on Faculty Credentials for the Higher Learning Commission Qualified Faculty Requirement – **Gail Burd**, University of Arizona
- California:** How to Spread the Effective Use of Data on Campus – **Brian Jersky**, California State University, Long Beach
- Colorado:** Diversifying Faculty and Staff - Strategies that are Successful – **Vicki Golich**, Metropolitan State University of Denver
- Hawai'i:** Opening the Front Door to Students: A Strategy to Move from Tension to Fun – **Donald Straney**, University of Hawai'i System
- Idaho:** Institutional Effectiveness and Assessment Council – **Selena Grace**, Idaho State University
- Montana:** Improving Academic Outcomes: From Math Pathways and Co-Requisite Education to Freshman 15 – **Robert Mokwa**, Montana State University
- North Dakota:** Barrier Busters to Promote Graduation and Retention – **Debbie Storrs**, University of North Dakota
- New Mexico:** Aggie Pathway to the Baccalaureate – **Greg Fant**, New Mexico State University
- Nevada:** NevadaFIT Freshman Academic Bootcamps – **Joe Cline**, University of Nevada Reno
- Oregon:** Improving the Student Experience: Interactive Degree Planning – **Randi Harris**, Portland State University
- Are We In Touch with Learners of the Future? – **Susan Walsh**, Southern Oregon University
- South Dakota:** Implementing Block General Education Transfer – **Paul Turman**, South Dakota Board of Regents
- Utah:** Alternative Quantitative Literacy Completion Strategies – **Michael Lacourse**, Dixie State University
- Washington:** Quick Tips for Managing Major Institutional Change: Shift in Budget Models – **Gail Mackin**, Central Washington University
- Wyoming:** Wyoming's 2+2 Program-Level Transfer Articulation Agreements – **Mary Aguayo**, University of Wyoming

5:00 - 7:00 p.m.

Alder



Reception hosted by Pearson

Before dinner on your own, join us for a complimentary reception to network and mingle with peers, exchange ideas, and learn how your colleagues are implementing Inclusive Access to improve access and affordability.

Dinner on your own

Friday, April 27

7:30 - 8:45 a.m.

Discovery Ballroom AB

Breakfast and Forum Annual Membership Meeting

8:45 - 9:00 a.m.

Break

9:00 - 10:00 a.m.

Discovery Ballroom AB

Artificial Intelligence & Its Place in Higher Education

Our speaker will demystify AI by explaining its core components and the myths surrounding it. He'll talk about the impact of AI, how it plays with big data, why it is the new user interface, and more. Then he'll provide some specific examples of what all of this means for higher education. What should we consider as we hire new instructors? What new training will our students need in order to be prepared for the future world of work?

Introducer:

Joe Cline, University of Nevada, Reno

Speaker:

Terry Jones, Artificial Intelligence Expert and Founder of Travelocity



10:00 - 10:15 a.m.

Break

10:15 - 11:00 a.m.

Discovery Ballroom AB

Lightning Round: Preparing Our Faculty for the Intriguing Future of Teaching and Learning

The faculty role is evolving and so must our professional development strategies to help ensure that teaching and learning at our institutions are the best they can be. In roundtable discussions, we'll talk about some of the successful approaches being used today that we can build upon, as well as explore new ideas that could help prepare faculty for the type of future we just heard about. Finally, we'll discuss messaging strategies to inspire faculty to embrace this exciting future.

Discussion Leader:

Gail Burd, University of Arizona

Table Hosts:

Jack Crocker, Western New Mexico University

Deb Hedeem, University of Montana, Western

Cher Hendricks, University of Idaho

Martin Klotz, Washington State University Tri-Cities

Tony Scinta, Nevada State College

Laura Woodworth-Ney, Idaho State University



11:00 - 11:45 a.m.

Discovery Ballroom AB

Tackling Wicked Problems from Campus: The Critical Role of University Centers, Faculty, and Students as Key Local Resources for Deliberative Engagement

Democracy requires high quality communication to function well, but unfortunately such communication is rare. Indeed, due to the increasing hyper-polarization that dominates our political landscape, our communities are struggling to talk about much less address difficult issues. Universities, however, have significant capacity and potential to serve as critical bridging institutions and take more responsibility for elevating the quality of public discourse in their local communities by adopting a passionately impartial role and supporting deliberative engagement.

Introducer:

Renny Christopher, Washington State University Vancouver



Speaker:

Martín Carcasson, Colorado State University and chair,
National Coalition for Dialogue and Deliberation

11:45 a.m. - noon

Meeting Wrap Up and Adjournment

Local Attractions

The city of Vancouver, county seat of Clark County, is located in the southwest corner of the state of Washington, just north of the Oregon border. Originally called Fort Vancouver, the community served as the center of all fur trading in the Pacific Northwest during the first half of the 19th century. Incorporated in 1857, the new city renamed Vancouver enjoyed a period of steady development lasting throughout the rest of the century. During the First World War, the site later named Pearson Field became the world's largest spruce lumber mill for construction of airplanes used in the war effort. During World War II, Vancouver's Kaiser Shipyard served as a major shipbuilding center for a variety of craft used by the U.S. Navy. Since that time, the Vancouver industrial base has shifted to high tech and service industry jobs, which dominate the city's economy today. Below are a few possibilities if you arrive before the meeting begins or stay afterwards.

Mount St. Helens

(visitvancouverusa.com/things-to-do/outdoor-recreation/mount-st-helens/)

The Mount St. Helens area offers adventurous daytrip activities during every season. Just an hour and a half drive from Vancouver USA, get your fix of unbelievable views and natural beauty. On your way up, stop at visitor centers along SR-504 to see interpretive videos and displays depicting the geological events and history of the mountain.



Columbia River Gorge

(visitvancouverusa.com/things-to-do/outdoor-recreation/columbia-river-gorge/)

One of only nine National Scenic Areas in the United States, the 80-mile Columbia River Gorge promises winding trails with scenic vistas, old-growth forests, sweeping panoramas, and wispy waterfalls.



Fort Vancouver

(visitvancouverusa.com/things-to-do/historic-sites-and-museums/fort-vancouver/)

Witness the wonders of history firsthand at Fort Vancouver, one of the first permanent settlements in the West.



Pearson Field and Museum

(visitvancouverusa.com/things-to-do/historic-sites-and-museums/pearson-field-and-museum/)

The oldest continuously operating airfield on the West Coast, Pearson Field is a favorite for aviation enthusiasts and history buffs.

Wineries and Tasting Rooms

(visitvancouverusa.com/food-drink/wineries-and-tasting-rooms/)

Uncover Southwest Washington's flourishing wine country from where it all began. Fort Vancouver is the site where Washington's first wine grapes were planted in 1825, and nearly two centuries later, the rolling hills of Clark County are producing robust reds, bright whites, and crisp rosés.



Descriptions on this page downloaded from visitvancouverusa.com on September 1, 2017.

Speaker Biographies

Sona Karentz Andrews has over 35 years of experience as a higher education university faculty member and administrator. She has held many leadership positions, including vice chancellor of the Oregon University System and provost and vice president for academic affairs at two large universities. Andrews has served and continues to serve on local, state, regional and national task forces and boards. She earned her undergraduate degree in geography from Worcester State College in Massachusetts and her master's and Ph.D. in geography from Arizona State University. Her areas of experience include innovation; strategic planning and implementation; leadership development; university budget models and policy development.

Carina Beck has served as the director of the Allen Yarnell Center for Student Success at Montana State University (MSU) since 2014. Within this role, Beck oversees several student services offices that work together to advance retention and graduation outcomes. In addition, Beck also oversees the MSU Hilleman Scholars Program, a scholarship program designed to improve graduation outcomes for Montana resident students. Beck earned her bachelor's and master's degrees in organizational communication and her doctorate in higher education. Through her interdisciplinary background, Beck focuses on the socialization process of students, and communication and analytical methods of institutions to advance student outcomes.

Patrick Briggs has spent the past five years as the AVID (Advancement Via Individual Determination) state director for Texas. As of June 2017, he added the states of Arkansas and Oklahoma to the states he leads as an AVID state director. Prior to this post, Briggs was the AVID Texas state assistant director. Before that he spent 15 years as a teacher and administrator in Cypress-Fairbanks Independent School District in Texas. Briggs earned his B.S. degree in biology and his master's degree in educational administration from Prairie View A & M University.

David Buhler was appointed commissioner of higher education in 2012 by the Utah Board of Regents. As commissioner, he is responsible for providing strategic statewide leadership on behalf of higher education and implementing the policies of the Board of Regents, the governing board of Utah's eight public colleges and universities. Buhler comes to this position with a long history of service in higher education including his current service as a WICHE commissioner; state and local government; and business. A native of Salt Lake City, he

received his B.A. degrees in history and political science from the University of Utah, a M.P.A. from Brigham Young University, and a Ph.D. in political science from the University of Utah.

Martín Carcasson is a professor in the communication studies department of Colorado State University and the director of the CSU Center for Public Deliberation (CPD). He is also the current chair of the board of directors of the National Coalition for Dialogue and Deliberation. His research is focused on helping communities address "wicked problems" more productively through improved public communication, community problem solving, and collaborative decision-making. The CPD is a practical, applied extension of his work, and functions as an impartial resource dedicated to enhancing local democracy in Northern Colorado. He received his Ph.D. from Texas A&M in 2004.

Michael Caulfield has served as director of blended and networked learning for Washington State University (WSU) Vancouver since 2013. He assists faculty with the integration of technology into teaching, and promotes new net-enabled pedagogical practice at WSU and in cross-institutional projects. Previously, Caulfield worked for Massachusetts Institute of Technology as the director of community outreach for the OpenCourseWare Consortium, and as an instructional designer and programmer in both corporate and university contexts. He received his M.A. in English from Northern Illinois University.

Clayton Christian has served as Montana's commissioner of higher education since January 2012. He served six years as a member and chairman of Montana's Board of Regents of Higher Education before assuming the chief administrative leadership post in the Montana University System. He is chair of the WICHE commission. His previous business experience includes title insurance and escrow services, real estate sales and development, and commercial land ownership and management. He is a graduate of the University of Montana with a bachelor's degree in business administration with emphasis in finance, management and advanced studies in economics.

Carlos Crespo is vice provost for undergraduate training in biomedical research at Portland State University (PSU) and professor in the Oregon Health & Science University (OHSU) PSU School of Public Health. He is the principal investigator of BUILD EXITO, a partnership with nine other community colleges and universities in Oregon, Washington, Alaska, Hawaii, Guam, American Samoa and the Commonwealth of Northern Mariana Islands. He graduated from the Inter American University of Puerto Rico, and received a M.S.



from Texas Tech University and a doctor of public health from the Loma Linda University in California. His main areas of research are physical activity and minority health.

Barbara Damron is the cabinet secretary of the New Mexico Higher Education Department. She has oversight of the state's 28 public institutions of higher education, the four tribal colleges, and the over 150 private and proprietary postsecondary schools. She also chairs the New Mexico Education Trust Board and is a WICHE commissioner. Most recently she was associate professor at the University of New Mexico (UNM) College of Nursing and in the department of family and community medicine at the UNM Health Science Center School of Medicine. Damron previously worked as professional staff on the U.S. Senate Committee on Health, Education, Labor & Pensions.

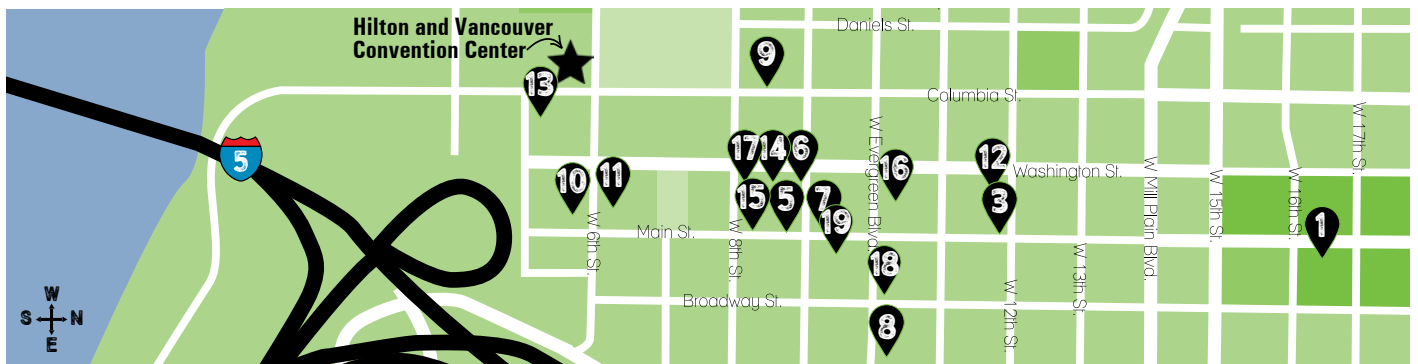
Kimberly Green has worked extensively on federal policy impacting Career Technical Education (CTE) for the past 24 years. Working closely with the U.S. Congress, the administration and a broad range of stakeholders, she represents the interests of and seeks support for CTE. In her position with the National Association of State Directors of Career Technical Education Consortium, Green helped to secure its largest philanthropic investment in career readiness/CTE: the New Skills for Youth Initiative funded by JPMorgan Chase & Co. which invests in systemic, state-level transformation to increase access to high-quality CTE and aligns to the aspirations of Putting Learner Success First. With the support of Pell Grants and the federal work study program, she is a graduate of Cornell University's School of Industrial and Labor Relations.

Terry Jones is an author, venture capitalist, innovator, and keynote speaker. He is the founder of Travelocity.com, founding chairman of Kayak.com, and current chairman for Wayblazer, a company designed around innovation and travel. He has a proven track record of leading companies whose innovations have revolutionized an industry. His book, ON Innovation, has encouraged innovation and cultural change for readers worldwide. Jones is a graduate of Denison University in Ohio and has an honorary doctor of letters from Sierra Nevada College.

Hannah Koch is a research and technical assistance associate with the WICHE Mental Health Program and is also a licensed psychologist. Her work at WICHE includes various behavioral health research initiatives, including evaluating evidence-based programs and campus sexual violence prevention. She has worked in a variety of clinical settings, including university counseling centers, where she gained experience in both crisis intervention and outreach. She is also adjunct faculty at the University of Denver where she teaches graduate-level courses in clinical interventions. She earned her bachelor's degree with honors at the University of Chicago in psychology and biological sciences, and her doctorate at the University of Denver Graduate School of Professional Psychology.

Laura Malcolm serves as vice president of outcomes and strategy at Civitas. She is passionate about helping others improve their lives through education. She began her career as a high school teacher in Austin, Texas, and through that experience discovered her deep interest in designing tools to help people learn. Prior to working at Civitas Learning, she spent 10 years in executive leadership roles directing the design and development of innovative educational technology products. Malcolm is a two-time CODiE Award recipient from the Software and Information Industry Association for product design and received her B.A. and B.F.A. from The University of Texas at Austin, and M.A. in learning, design and technology at Stanford University.

Rep. Gerry Pollet has served in the Washington State House of Representatives since December 2011. Pollet is vice chair of the higher education committee and serves on the appropriations and finance committees. He spearheaded the successful effort to pass the nation's first comprehensive regulation of electronic cigarettes; and, developed Washington's program responding to the critical shortage of teachers, including a grant program for low-income students aspiring to teach in underserved areas. Pollet has been honored as "Legislator of the Year" for his work to improve access to affordable higher education and student support. He is an attorney and faculty member at the University of Washington School of Public Health and is a WICHE commissioner. He received his B.A. from Clark University and J.D. from the University of Washington.



VISIT VANCOUVER USA'S SHOW YOUR BADGE PROGRAM

Meeting in Vancouver USA and looking for things to do? These businesses have created offers especially for you! Simply show your attendee name badge when you visit any of the participating businesses below to redeem your offer. Enjoy your visit in Vancouver USA!

ATTRACTIONS & TOURS

- 1** **Clark County Historical Museum**
1511 Main Street
www.cchmuseum.org
HALF PRICED ADMISSION
- 2** **Couve Cycle**
www.couvecycle.com
10% OFF GROUP TOURS
**Groups must be 8-14 people, use promo code "showyourbadge" online when booking tour*
- 3** **The Source Climbing Center**
1118 Main Street
www.sourceclimbing.com
FREE RENTALS (HARNESSES, SHOES, & CHALK BAG) WITH PURCHASE OF \$14 DAY PASS
**Non-transferable, offer good only for regular adult day pass climber*
- 4** **Vancouver Segway Tours**
www.EZGlideTours.com
1.5 HOUR TOUR FOR \$49 PER PERSON
**Discounted from standard rate of \$75, limited to 6 people per tour group*

COFFEE HOUSES

- 5** **Boomerang***
808 Main Street
www.boomerangvancouver.com
BUY ONE 16 OZ. DRINK, GET ONE 16 OZ DRINK FREE
**Temporarily closed, reopening Spring 2018*
- 6** **Compass Coffee**
817 Washington Street
www.compasscoffeeroasting.com
RECEIVE 20% OFF THE PURCHASE OF A BEVERAGE
**Limit one per customer. Cannot be combined with other offers*

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- 7** **b.divine at Divine Consign**
904 Main Street
www.divineconsignfurniture.org
15% OFF ONE B.DIVINE ITEM
- 8** **GLAMbeauty Bar**
202 E Evergreen Blvd, Suite 220
www.glambeauty.bar
10% OFF ANY BEAUTY SERVICE
**Excludes lash extensions & retail items*
- 9** **Mod Haus**
812 Columbia Street
www.modhaus.biz
GET 10% OFF ALL PURCHASES
- 10** **Sweet Spot Skirts**
105 W 6th Street
www.sweetspotskirts.com
SAVE 10% ON ANY REGULARLY PRICED MERCHANDISE
**Offer not valid with other promotions or discounts. Not valid on prior purchases.*
- 11** **Vintage Vignette**
108 W 6th Street
www.vintagevignette.net
20% OFF ANY ONE ITEM

FOOD, WINE & BREWS

- 12** **Heathen Brewing Feral Public House**
1109 Washington Street
www.heathenbrewing.com
FREE APPETIZER (\$8 VALUE) WITH ANY 2 BEVERAGES PURCHASED
- 13** **Loowit Brewing**
507 Columbia Street
www.loowitbrewing.com
10% OFF YOUR TAB

FOOD, WINE & BREWS (CONT)

- 14** **Low Bar**
809 Washington Street
www.lowbarlounge.com
OPEN A GROUP TAB & RECEIVE 1 FREE ENTREE
- 15** **Main Event Sports Grill**
800 Main Street
www.mesportsgrill.bar
10% OFF ENTIRE BILL
**Discount is per person*
- 16** **Old Ivy Brewery & Taproom**
108 W Evergreen Blvd
www.oldivybrewing.com
RECEIVE 15% OFF YOUR BILL
**Minimum \$10 purchase required*
- 17** **Tommy O's Pacific Rim Bistro**
801 Washington Street
www.tommyosaloha.com
10% OFF BRUNCH, LUNCH, OR DINNER ENTREE
**Excludes happy hour*
- 18** **Trusty Brewing**
114 E Evergreen Blvd.
www.trustybrewing.com
10% OFF ENTIRE BILL
**Excludes happy hour*
- 19** **Willem's on Main**
907 Main Street
www.willemsonmain.com
15% OFF BILL WITH PURCHASE OF AN ENTREE AND BEVERAGES
**May not be combined with other offers*



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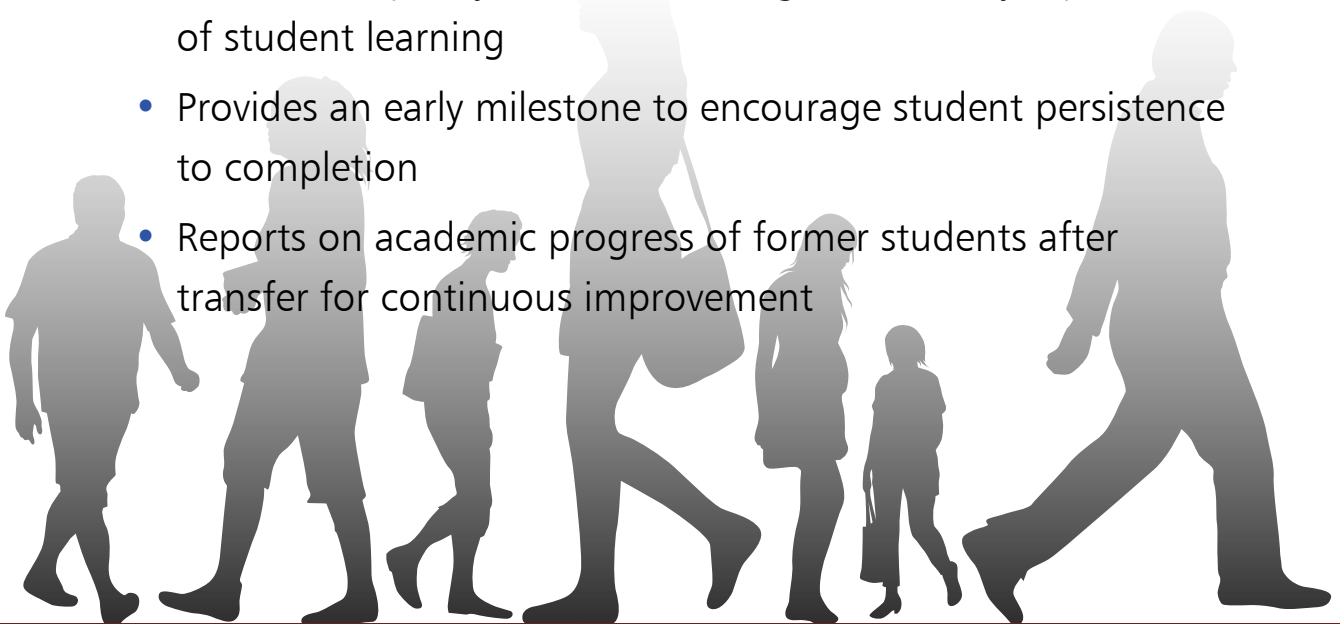
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