

MAXIMIZING VALUE THROUGH PROGRAM PRIORITIZATION

July 16, 2010 :: 1:00 – 2:00 p.m. EDT

Presented by:

Robert C. Dickeson
President Emeritus,
University of Northern Colorado

Larry Goldstein
President
Campus Strategies, LLC



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WEB CONFERENCE

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OVERVIEW

The current and foreseeable fiscal challenges in higher education will require institutions to move beyond short-term measures like temporary cuts and sharp increases in tuition revenue and fundamentally revisit their mission to ensure their programs and cost structure are aligned.

This free webcast will explore the concept of academic and administrative program prioritization to ensure an institution's resources are creating the greatest value.

We strongly encourage teams from your institution to watch the program together and engage in a discussion of the merits of prioritization and how such a process might work on their campus. Successful implementation requires an executive champion team of the president, chief financial officer, and chief academic officer. We encourage all three to attend together.

AGENDA

- Overview of prioritization
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- Process and roles
 - Responsible leadership and their roles in the process
 - Faculty involvement and working within a shared governance framework
 - Connection to planning, resource allocation, and assessment
- Reaffirming institutional mission
- How to define a program
- 10 key criteria that must be considered when evaluating programs
 - Weighting criteria differently
- Implementation considerations

Ensure an institution's resources are creating the greatest value.

INSTRUCTORS



Robert C. Dickeson, President Emeritus, University of Northern Colorado

Robert C. Dickeson provides counsel from multiple leadership perspectives: chair of the governor's cabinets in two states; university president; business CEO; and foundation executive. Dickeson served as the director of the department of administration and chair of the cabinet of Arizona Governor Bruce Babbitt; and chief of staff, executive director of the office of state planning and budget, and chair of the cabinet of Colorado Governor Roy Romer. He served in administrative posts at three universities and was president of the University of Northern Colorado from 1981-1991. He served as president and CEO of Noel-Levitz Centers, Inc., division president of USA Enterprises, Inc., and senior vice president of USA Group, Inc., heading the

USA Group Foundation. From 2000 to 2005 he was co-founder and senior vice president of Lumina Foundation for Education.

While at Lumina Foundation he led the national initiative on college costs, based on his monograph, *Collision Course: Rising college costs threaten America's future and require shared solutions* (Lumina Foundation, 2004). His book, *Prioritizing Academic Programs and Services* (Jossey-Bass Publishers, 1999, 2010) was based on his extensive consulting experiences including serving several hundred two- and four-year colleges (private and public) and corporations ranging from hospitals to bank holding companies. During 2006 he served as senior policy adviser to the Spellings Commission on the Future of Higher Education.



Larry Goldstein, President, Campus Strategies, LLC

Larry is the president of Campus Strategies, LLC, a higher education management consulting firm. His consulting interests cover a wide range of topics including higher education budgeting, strategic planning, accounting, and finance. He writes and speaks frequently on these topics. He is the author of *College and University Budgeting: An Introduction for Faculty and Academic Administrators* and has co-authored several publications including *Presidential Transitions*.

Immediately prior to establishing Campus Strategies, LLC, Goldstein served as senior vice president and treasurer of the National Association of College and University Business Officers (NACUBO). He joined NACUBO after spending 20 years in higher education financial administration. In his last campus position, he served as the University of Louisville's chief financial officer. Before that, he held administrative appointments with The University of Chicago, the School of the Art Institute of Chicago, and the University of Virginia.



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Single Site Connection: Maximizing Value through Program Prioritization _____ **Free**

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Additional Contact Name _____ Additional Contact Phone _____

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