

THURGOOD MARSHALL COLLEGE FUND
**MEMBER UNIVERSITY AND PROFESSIONAL INSTITUTE AND EXHIBITION
(MUPIE)**

*The New Orleans Marriott French Quarter Hotel
555 Canal Street
New Orleans, Louisiana
Friday, March 15, 2009 – Wednesday, March 18, 2009*

“DEVELOPING A RESILIENT WORKFORCE IN A CHANGING ECONOMY”

AGENDA

DAY ONE – SUNDAY, MARCH 15, 2009

- 12:00 am – 5:30 pm Registration/Guest Arrivals
- 12:00 am – 5:00 pm Sponsor Exhibition Area Set-Up
- 6:00 pm – 9:00 pm **Opening Reception**

Welcome – Dwayne Ashley, President & CEO, Thurgood Marshall College Fund

DAY TWO – MONDAY, MARCH 16, 2009

- 7:00 am – 5:00 pm Conference Registration
- 7:00 am – 5:00 pm Sponsor Exhibition
- 8:00 am – 9:30 am **Awards Recognition Breakfast Plenary Session**

TOPIC: RESILIENCY

Speaker: Dr. Julia Hare, National Executive Director, The Black Think Tank

- 9:45 am – 11:45 am **WORKSHOPS**

M1. Creating and Using Innovative Strategies to Successfully Develop Gen Y Graduates

SUGGESTED PARTICIPANTS: PROVOSTS, VICE PRESIDENTS OF ACADEMIC AFFAIRS, CAREER SERVICES AND DEANS

As experience and analyses alike suggest, the 21st century student will be living and working in a rapidly changing world. There have been recent calls for action by our new United States president, corporate and government leaders to transform math and science education to provide students that will be prepared for the new “green” jobs that will be created in this fast changing economy. What adjustments will you as an educator make that will ensure that your students are prepared to be resilient in the workforce and a contributing member of society? What additional offerings might be added to your continuing education programs to re-tool workers to become more viable in the job market?

Colleges and universities will need to tap into the values, expectations and motivations of the Generation Y or Millennial students. What skills will the next generation of students need? What can educators do now to ensure that their graduates have the skills needed for future careers? Attend this session to learn the skills employers expect millennial students to have upon graduation.

Speakers:

Dr. Algeania Freeman, President, Martin University

Dr. Tyrone Tanner, Project Director, Associate Professor, Prairie View A & M University

M2. Learning from the Obama Campaign: Effective Online Fundraising and Communications

SUGGESTED PARTICIPANTS: DEVELOPMENT OFFICERS, FUNDRAISING STAFF, CHIEF TECHNOLOGY OFFICERS, NATIONAL & REGIONAL ALUMNI ASSOCIATION OFFICERS AND ALUMNI AFFAIRS DIRECTORS, PUBLIC RELATIONS & MARKETING DIRECTORS

Officials well versed in the Obama Campaign’s historic use of technology to fundraise and to improve communications will be invited to speak on this topic.

Speakers:

Dr. Marybeth Gasman, Professor, University of Pennsylvania

M3. On-Demand Training: Improving Veteran Services: Initiatives to Help You Assist Your Veterans As They Make the Transition from Military to Academic Life

SUGGESTED PARTICIPANTS: ADMISSIONS AND RECRUITMENT STAFF, SCHOLARSHIP COORDINATORS, FINANCIAL AID ADMINISTRATORS, CAREER PLACEMENT COUNSELORS

Explore what you will need to do at your college or university to recruit, and prepare for any special needs that our returning veterans or their dependents may have in trying to gain access to a higher education so that they will become competitive in today's job market. Will they have special developmental needs academically as well as psychologically or socially that would affect how you provide services to make them successful? If so, what special services are you equipped to provide? Begin the discussion at this session so that in a year when this new \$80 billion Veterans Bill is launched you will be ready to recruit and enroll this group of students.

Speakers:

Dr. Marvin Yates, Vice President of Student Affairs, Southeastern Louisiana University,

Moderator

Ms. Brandi Williams, Veterans Certifying Officer, Harris Stowe State University

M4. TMCF Pathways Program - Strengths on Campus and Student Success Plans:

SUGGESTED PARTICIPANTS: PATHWAYS FELLOWS – CURRENT AND FUTURE

If you are currently a selected Fellow of the Pathways Program, this is an opportunity to "show and tell." Please bring any completed student success plans and specific examples of exercises and activities you have developed to help students become more aware and use their strengths. This will be a wonderful opportunity to get re-charged about strengths and hear from Gallup on ideas to keep your momentum moving forward.

Speakers:

Joi Huff, Foundations Relations Manager, Thurgood Marshall College Fund, **Moderator**

Russel L. Honore, Lieutenant General, US Army (Ret.)

Sheila Kearney, Executive Director, Corporate Social Responsibility, Gallup

Charles McClendon, Gallup

M5. CENTER FOR INNOVATIVE HBCU SCHOOL REFORM PARTNERSHIPS MEETING (Teacher Quality and Retention Program)

SUGGESTED PARTICIPANTS: GATES NETWORK (ADMINISTRATORS, STAFF & PROJECT DIRECTORS), COLLEGE OF EDUCATION DEANS, STAFF & FACULTY

Working with HBCUs to shape school reform has been a hallmark of the Thurgood Marshall College Fund's work. This interactive session will explore ways to create and sustain partnerships that increase the quality and retention of teachers, particularly African American males and STEM majors, from HBCUs in underserved rural and urban communities. This meeting will engage school reform leaders in sharing best practices, successes, challenges, and strategies for the recruitment, development and retention of teachers in high need schools.

TMCF's HBCU Teacher Quality and Retention Program

Building upon the TMCF Teacher Preparation Institute in Atlanta, this session will explore ways to create and sustain HBCU partnerships that increase the quality and retention of teachers, particularly African American males and STEM majors, in underserved rural and urban communities. This meeting will continue the conversations begun this summer as education leaders share best practices, successes, challenges and strategies for the recruitment, development and retention of teachers in high-need schools.

Speakers:

Eve Hall, Vice President of School Reform, Thurgood Marshall College Fund
Misha Lesley, Center for Innovative HBCU School Reform Partnerships, Thurgood Marshall College Fund

12:00 Noon – 12:30 pm **Luncheon Reception**

12:00 Noon – 2:00 pm **Luncheon**

Higher Education News Update: Issues Affecting Higher Education

The latest news and information regarding accreditation, the Obama Economic Stimulus program, new IRS regulations and how philanthropy in these tough times may affect the

future of HBCUs will be discussed at this session. The session will be convened in a "Meet the Press" formatted discussion and will include the thoughtful analysis of academic events affecting the higher education community in general and the HBCU community in particular by noted persons in the field of higher education, philanthropy and government.

Moderator: Juan Williams, Author, Political Analyst and Host, America's Black Forum

Special Guests:

Dr. Belle Wheelan, President, Southern Association of Colleges and Schools

Dr. Lynn Huntley, President, Southern Education Foundation

Dr. Jamie Merisotis, President, Lumina Foundation

Mr. Steve Miller, Commissioner of Tax Exempt & Government Entities, Internal Revenue Service

2:15 pm – 4:00 pm **WORKSHOPS**

M6. Fundraising in a Recession! Are You Serious? Yes You Can!

SUGGESTED PARTICIPANTS: PRESIDENTS, CHANCELLORS, DEVELOPMENT OFFICERS, FUNDRAISING STAFF, ALUMNI AFFAIRS DIRECTORS, NATIONAL AND REGIONAL ALUMNI ASSOCIATION OFFICERS, PUBLIC RELATIONS & MARKETING DIRECTORS

In this economy everyone is cutting philanthropic spending. Attend this session to learn innovative strategies and opportunities to continue to raise funds in difficult and prosperous economic times. Effectively Utilizing the Internet for Fundraising and Communication and Fundraising and the Role of All Campus Constituents including Effective Use of Alumni will also be topics discussed in this session.

Invited Speakers:

Mr. Hardy Dorsey, President, National Alumni Council, **Moderator**

Nelson Bowman, Development Officer, Prairie View A & M University

Virgil Ecton, Vice President for Institutional Advancement, Howard University

Derrick Feldmann, Chief Executive Officer, Achieve Guidance

Mr. Darryl K. Lester, Founder, Community Investment Network

M7. Closing the Achievement Gap: Improving the Academic Performance of Black Males to Ensure Resilience in the Workforce

SUGGESTED PARTICIPANTS: PROVOSTS, DEANS AND FACULTY, DIRECTORS OF INSTITUTIONAL RESEARCH

Overcoming the continued academic underperformance of students of color requires a systemic approach—one that combines simultaneous interventions by families, teachers and administrators, and the larger society. This panel will equip you with new strategies to help close the achievement gap while improving the academic performance of black males.

Invited Speakers:

Dr. Bobby Austin, National Task Force on African American Men & Boys, **Moderator**

Dr. David Banks, Founder, The Eagle Academy Foundation

Dr. Robert Palmer, Assistant Professor of Higher Education, SUNY, Binghamton

M8. Going Green – A Campus Energy Reduction Program

SUGGESTED PARTICIPANTS: CHIEF TECHNOLOGY OFFICERS, CHIEF FINANCIAL OFFICERS, IT EXECUTIVES

Computers are a large part of today's college and university culture and data centers may be a major energy drain. From TMCF's research, computers consume vast amounts of energy on college campuses. This session will discuss ways of reducing energy on campus as proposed in the TMCF Green Campaign Proposal. The session will also focus on developing a strategy to improve your overall energy efficiency using systems, software and services designed for a greener world that will also lower your costs of operations.

Speakers:

Lisa Menzies, Director, HBCU Business Development Director, Johnson Controls

M9. Strategic Enrollment Management: Predicting and Promoting Student Success, and Financial Planning in a Time of Lean Resources

SUGGESTED PARTICIPANTS: ADMISSIONS AND RECRUITMENT STAFF, SCHOLARSHIP COORDINATORS, FINANCIAL AID ADMINISTRATORS AND CAREER PLACEMENT COUNSELORS

Recruiting students, student engagement and retention are among the most critical issues colleges and universities are facing today and they present a special challenge to HBCUs. Multiple and various reasons play a role in student recruitment, retention and engagement and the solution requires the involvement and commitment of the entire campus community. This session provides strategic approaches to a national issue affecting the health and future of the HBCUs. Hear from

those who have developed best practices for student recruitment and from those who offer various funding resources to help you recruit and engage new students on your campus.

Speakers:

Mr. Antonio Boyle, Associate Vice President for Enrollment Management, **Moderator**
Danny Cantrell, Enrollment Management and Retention Services, West Virginia State University
Denise M. Chaisson, Vice President for HBCU Education, Sallie Mae
Sherri Avent, Director of Student Financial Aid, North Carolina A & T University
Thomas Harris, Director, Financial Aid, Albany State University
Dr. Clifford Stanley, President, Scholarship America

M10. CENTER FOR INNOVATIVE HBCU SCHOOL REFORM PARTNERSHIPS MEETING (Teacher Quality and Retention Program)

SUGGESTED PARTICIPANTS: COLLEGE OF EDUCATION DEANS, STAFF & FACULTY

Quality and Retention of African American Male Teachers

African American children comprise over 40 percent of the nation's public school students, yet less than 3 percent of teachers are African American males. As colleges of education, districts, schools and foundations work together to improve student achievement, we must leverage resources and innovative ideas. In this session, participants will learn about Real Men Teach, a program that Winston-Salem State University has implemented to increase the quality and retention of African American male teachers, and discuss ways this initiative might be expanded to member universities.

Speakers:

Dr. Cynthia Jackson-Hammond, Dean, [School of Education and Human Performance](#), Winston-Salem State University
Holley Madrey, Project Coordinator, *Real Men Teach*, Winston-Salem State University

M11. TMCF GATES NETWORK TECHNICAL ASSISTANCE MEETING

SUGGESTED PARTICIPANTS: TMCF GATES NETWORK (ADMINISTRATORS, STAFF & PROJECT DIRECTORS)

Creating and Sustaining the College-Bound Mission

As resources become limited, advancing the substantial work of the Gates/Marshall Reform Team continues to be the goal of TMCF. In this series of interactive sessions, participants will discover strategies to advance the mission, vision, benchmarks and goals of their schools in the face of fiscal challenges.

Speaker:

Traci Stewart Jones, Principal, Empowerment College Preparatory High School,
Houston Independent School District

M12. Business/College Partnerships: Building and Sustaining Productive Partnerships in Turbulent Times

SUGGESTED PARTICIPANTS: DEVELOPMENT OFFICERS, FUNDRAISING STAFF, PUBLIC RELATIONS & MARKETING OFFICERS

As colleges work to strengthen student access and success, employers can be key partners. From advising on curriculum, to contributing resources and to employing graduates, leaders from the employer community can bring important insight, advocacy, and resources. But colleges must find the right employers, engage them effectively, and seize opportunities to turn involved employers into champions.

In tough economic times, it is more important than ever to have a clear strategy to forge these productive relationships. This interactive session, facilitated by employer and an expert in the field, provides clear guidance for creating, sustaining, and institutionalizing partnerships with employers.

Speakers:

Jeniffer Harper Taylor, Vice President, Siemens Foundation

M.13 TMCF Pathways Program - What can Strengths do for your Campus?

SUGGESTED PARTICIPANTS: PATHWAYS FELLOWS – CURRENT AND FUTURE

If you are interested in learning an innovative and powerful strategy to build student retention and performance in your school, then please attend this session. Gallup will preview a best practice approach to measure student engagement, his/her strengths, and a SMART pathway to help students use their strengths by developing success plans with strengths advocates on HBCU campuses. You will be inspired by personal testimonies from various educators in applying the Pathways Initiative in their student communities.

Speakers:

Joi Huff, Foundations Relations Manager, Thurgood Marshall College Fund, **Moderator**

Russel L. Honore, Lieutenant General, US Army (Ret.)
Sheila Kearney, Executive Director, Corporate Social Responsibility, Gallup
Charles McClendon, Gallup

2:30 pm – 4:00 pm Coffee Break

6:00 pm – 9:00 pm Sponsors and University Officials Networking Lounge Open
(Light Snacks & Refreshments)

6:30 pm – 9:00 pm **Community Leadership Awards Reception**

9:00 pm – 1:00 am **Conference R & R (Rest & Relaxation)**

After a long day of participating in sessions and workshop, come and relax before turning in for the night with an old school mixer. Network with colleagues and share best practices learned so you can take this information back to your respective institutions. Light refreshments will be provided for your enjoyment.

DAY THREE – TUESDAY, MARCH 17, 2009

7:00 am – 5:00 pm Conference Registration

7:00 am – 5:00 pm Sponsor Exhibition

8:30 am – 9:30 am **Awards Recognition Breakfast Plenary Session**

SHIFTS HAPPEN: EXPANDING INSTITUTIONAL CAPACITY IN TRYING TIMES

Demographic changes. Roller coaster state revenues. Rising costs and tuition. Public skepticism. Increasing global competition. Lowered Enrollments. What are institutions doing—especially those in states that are experiencing dramatic increases or decreases in population and revenue—to sustain funding and increase student capacity, including

underserved populations? What effective strategies have been implemented by institutions to thrive financially and broaden access?

Join this town hall meeting, share your insights, and build on successful strategies with presidents, chancellors, and other senior campus leaders.

Panel of Experts:

Dwayne Ashley, President & CEO, Thurgood Marshall College Fund

Dr. Ronald Mason, President, Jackson State University

Dr. Ivory Nelson, President, Lincoln University of the Commonwealth of Pennsylvania

Dr. Randy L. Phelps, Office of Integrative Activities, National Science Foundation

Dr. George C. Wright, President, Prairie View A & M University

Mr. Reggie Van Lee, Vice President, Booz Allen Hamilton & Author, Mega Communities

9:45 am – 11:45 pm

WORKSHOPS

T1. PRESIDENT’S SUMMIT: Organizing Public Black Colleges in a Changing Economy to Better Meet the Needs of Our Students and the Community.

PARTICIPANTS: PRESIDENTS AND CHANCELLORS ONLY

The purpose of this session is to further pursue and discuss options for involving presidents in a Government Affairs Committee that will be supportive and advisory to the TMCF and its Government Affairs Office. The Government Affairs Office will improve, inform and provide programs and benefits for member universities in this time of a changing economy, changing government and in particular, changing higher education policy.

Facilitator: Dr. Ronald Mason, President, Jackson State University and TMCF Board Member

Speakers:

Dwayne Ashley, President & CEO, TMCF

William A. “Bud” Blakey, Consultant, William A. Blakey & Associates, LLC

Jay Deyman, Assistant Director of Government Affairs, TMCF

Dr. Pierre Wright, Director of Government Affairs, TMCF

T2. Preparing Students for the Global World: Internationalizing Courses and Study Abroad

SUGGESTED PARTICIPANTS: PROVOSTS, DEANS AND FACULTY

Students come in all types: parochial and worldly, non-travelers and experienced travelers, curious and ready to go, reluctant and timid about new adventures. Regardless, they should all learn about features of the world that will be increasingly important in their futures. This session focuses on two aspects of preparing students for the global world: internationalizing courses and study abroad.

We will discuss the Why, What, How, Where, and When of preparing students for the global world: WHY understanding the world and study abroad are important in today's college education? WHAT to do to prepare students for the global future? HOW to do it? WHERE and WHEN to prepare students both in classes and for study abroad?

To present the two aspects, the first part of the session will include guidelines and discussion of ways to "internationalize" and bring global issues into courses through classroom experiences, projects, readings, and videos. Presenters will discuss how to help students see the relevance of the material for their lives will be discussed. The second part will present categories of study abroad, give examples, and provide discussion of types of study abroad programs and their benefits and drawbacks. The session will include presentation, interaction/discussion, and handouts with guidelines.

Speakers:

Dr. Jan Roy, Assistant Professor, Central State University
Michael Beasley, Doctoral Student, Loyola University

T3. Best Practices Models – Utilizing Academic Technology (Banner, PeopleSoft, Blackboard, Datatel)

SUGGESTED PARTICIPANTS: CHIEF TECHNOLOGY OFFICERS & IT EXECUTIVES

This session will provide an opportunity for Member Universities to showcase best and/or good practices used in their data centers and their technology infrastructures.

Speakers:

Dr. Ahmed El-Haggan, Vice President & Chief Information Officer, Coppin State University
Dr. Linda Mehlinger, Assistant Vice President for Information Technology Officer, Morgan State University
Dr. Debra Platt, IT Project Manager, Winston-Salem State University

T4. Energy Programs and the Role of HBCUs: Positioning for Success

SUGGESTED PARTICIPANTS: CHIEF FINANCIAL OFFICERS, BUSINESS OFFICERS AND ADMINISTRATIVE SERVICES/FACILITIES OFFICERS

Out of the 47 undergraduate TMCF member universities, only 23 have an active Green initiative on their campus. The focus of TMCF's Green initiative is to bring awareness to all its member universities in the areas of Energy and Water, Purchasing and Waste, Travel and Traffic, Food and Drink, Building and Gas. This session will discuss ways of reducing energy and other related costs on campus as proposed in the TMCF Green Campaign Proposal.

Speakers:

T5. HBCU Trends and Statistics

SUGGESTED PARTICIPANTS: PROVOSTS, VICE PRESIDENTS OF ACADEMIC AFFAIRS, DIRECTORS OF INSTITUTIONAL RESEARCH, NATIONAL & REGIONAL ALUMNI AFFAIRS OFFICIALS, ALUMNI AFFAIRS DIRECTORS

Changes in the higher education policy landscape, student career goals, and the educational marketplace have significantly impacted HBCU enrollment, degree granting and overall capacity over the last decade. Those impacts in turn affect HBCU relationships with the federal government and the businesses which employ HBCU graduates. This session will look more specifically at the importance of institutional research that empowers HBCUs and how demographic trends and student preferences can influence those relationships.

Speakers:

Dr. Sheila Kearney, Executive Director, The Gallup Institute for Corporate Social Responsibility - **Moderator**

Olivia Majesky-Pullman, Strategic Research Analyst, Society for Human Resource Management

T6. Bet On It: Design Your University Web Site to Enhance Your Admissions Goals

SUGGESTED PARTICIPANTS: CHIEF TECHNOLOGY OFFICERS AND RECRUITMENT AND ADMISSIONS STAFF

The university website is sometimes the initial point of contact with a potential student and should be designed to attract future students. Their interaction with your virtual content and ease of finding information will influence whether they choose your university or not. This session will highlight best practices from some of the most successful university websites as well as give insight as to what some of the most popular student friendly corporations do to attract young people.

Speakers:

Damon Nolan, Web Services Manager, North Carolina Central University

T7. CENTER FOR INNOVATIVE HBCU SCHOOL REFORM PARTNERSHIPS MEETING (Teacher Quality and Retention Program)

SUGGESTED PARTICIPANTS: COLLEGE OF EDUCATION DEANS, STAFF & FACULTY

Praxis Support for Aspiring Teachers

Many education majors, enthusiastic about the prospect of teaching the next generation of leaders, are challenged by the Praxis or equivalent exam. In this session, participants will learn about the TEAP-Center that Winston-Salem State University has instituted to ensure student success.

Speakers:

- | Dr. Cynthia Jackson-Hammond, Dean, [School of Education and Human Performance](#), Winston-Salem State University
- Shirley Farrar, Director, TEAP-Center, Winston-Salem State University

T8. TMCF GATES NETWORK TECHNICAL ASSISTANCE MEETING

SUGGESTED PARTICIPANTS: TMCF GATES NETWORK (ADMINISTRATORS, STAFF & PROJECT DIRECTORS

Creating and Sustaining the College-Bound Mission (Continued)

As resources become limited, advancing the substantial work of the Gates/Marshall Reform Team continues to be the goal of TMCF. In this series of interactive sessions

participants will discovery strategies to advance the mission, vision, benchmarks and goals of the school in the face of fiscal challenges.

Speaker:

Traci Stewart Jones, Principal, Empowerment College Preparatory High School,
Houston Independent School District

12:00 Noon – 12:30 pm **Luncheon Reception**

12:00 Noon – 2:00 pm **Luncheon**

Department of Defense

Topic: TBD

Suggested Participant: Lieutenant General Russel L. Honore, United States Army
(Retired)

2:15 pm – 4:00 pm **WORKSHOPS**

T9. Opportunities and Implications of the New Higher Education Act and the Economic Stimulus Act

SUGGESTED PARTICIPANTS: PRESIDENTS, PROVOSTS, DEANS, CHIEF FINANCIAL OFFICERS

The purpose of this session is to give a high-level overview and update to top administrators on the state of government affairs and how HBCUs can continue to have their interests heard inside and outside the Beltway. Of special interest in this session is the building infrastructure component of President Barack Obama's Economic Stimulus Act in regard to educational institutions and his interest in higher education institutions offering re-training courses for the nation's workers.

Invited Speakers:

Dr. Pierre Wright, Director, Government Affairs, Thurgood Marshall College Fund,

Moderator

William A. "Bud" Blakey, Attorney at Law, William A. Blakey & Associates, PLLC.

Justin Gray, President, The Amani Group, LLC

Dr. Leonard Haynes, Executive Director, White House Initiative on Historically Black Colleges and Universities

T10. Solutions to Enhance University Operational Systems

SUGGESTED PARTICIPANTS: CHIEF TECHNOLOGY OFFICERS, ADMISSIONS & RECRUITMENT STAFF, FINANCIAL AID ADMINISTRATORS

This session provides an opportunity for participants to learn about the latest systems that could enhance university operations through the use of technology as well as systems that provide means to become more efficient and cost effective.

Invited:

Dr. Ronald Langley, Managing Director, Educational Consulting Foundation
Mr. Boyd Stephens, Founder, Netelysis, Inc.

T11. Latest Fiscal Implications for Accreditation

SUGGESTED PARTICIPANTS: PRESIDENTS, CHANCELLORS AND CHIEF FINANCIAL OFFICERS

Fiscal Responsibility: How do colleges and universities maintain accreditation while undergoing budget cut backs, revenue shortfalls and changes in IRS regulations. This session will provide participants with the latest updates and information on any fiscal implications that will affect the 47 member colleges and universities reaffirmation of accreditation. Leaders from the various accrediting organizations will keep you informed of the ins and outs needed in this shrinking economy.

Speakers:

Robert “Danny” Flannigan, Vice President for Finance, Spelman College, **Moderator**
Donna Barrett, Director of Institutional Finance, Southern Association of Colleges and Schools, Commission on Colleges
Vivian Ellis, Evaluation Services Supervisor, Middle Commission on Higher Education
Lynn Elaine Priddy, Vice President for Accreditation Services, Higher Learning Commission of the North Central Association

T12. The Power of University Branding to Attract and Retain Talented Students

Suggested Participants: Admissions and Recruitment Staff, Scholarship Coordinators, Financial Aid Administrators, Career Placement Counselors, Alumni Association Officers and Alumni Affairs Directors

The power of the university brand has the ability to drive the best students to select your university over the competition. Students who have a variety of choices are difficult to recruit and retain in tough economic times. Attend this session to learn innovative methods to engage that talent.

Speakers:

Christopher Cathhart, President, OneDiaspora Group

T13. Conducting Institution-Based Research that Empowers Your HBCU

SUGGESTED PARTICIPANTS: PROVOSTS, VICE PRESIDENTS OF ACADEMIC AFFAIRS, DIRECTORS OF INSTITUTIONAL RESEARCH

If you want to enhance your institution's research efforts so that the results will effectively shape your college or university's relationships with the community, the federal government, your state and other funding sources, attend this session. This hands-on workshop will provide you with a learning opportunity that will enhance your efforts in collecting institutional research that will ultimately empower your HBCU.

Invited Speaker:

Dr. Marybeth Gasmen, Professor, University of Pennsylvania Graduate School of Education

T14. CENTER FOR INNOVATIVE HBCU SCHOOL REFORM PARTNERSHIPS MEETING (Teacher Quality and Retention Program)

***SUGGESTED PARTICIPANTS: COLLEGE OF EDUCATION DEANS, STAFF & FACULTY
TMCF SCHOOL REFORM PARTICIPANTS***

STEM Support to Improve Math and Science Instruction

The shortage of qualified math and science teachers has a profound impact on learning in underserved communities. In this session participants will learn about the STEM support model at Prairie View A&M University and discuss ideas for replication.

Speaker:

Dr. Anil Kumar, Head, Department of Physics, Prairie View A&M University

T15. TMCF GATES NETWORK TECHNICAL ASSISTANCE MEETING

TMCF GATES NETWORK (ADMINISTRATORS, STAFF & PROJECT DIRECTORS)

Creating and Sustaining the College-Bound Mission (Continued)

As resources become limited, advancing the substantial work of the Gates/Marshall Reform Team continues to be the goal of TMCF. In this series of interactive sessions participants will discover strategies to advance the mission, vision, benchmarks and goals of the school in the face of fiscal challenges.

Speaker:

Traci Stewart Jones, Principal, Empowerment College Preparatory High School,
Houston Independent School District

T16. Effective Strategies to Mentor HBCU Alumni

SUGGESTED PARTICIPANTS: NATIONAL AND REGIONAL ALUMNI OFFICERS, ALUMNI AFFAIRS DIRECTORS

Our HBCU's, in this very challenging economic environment, must have effective alumni engagement in order to remain viable in the 21st century. This session will address three fundamental areas in support of our institutions:

- How can Alumni Associations implement effective outreach programs to alumni?*
- How can Alumni Associations disseminate and communicate relevant information to alumni?*
- How to get alumni engaged with giving significantly.*

This session will provide open engagement with alumni and other interested parties in discussing successful models of outreach, communications system and generous giving and how to realize such outcomes to each of our 47 Alumni Associations. Focus

will also address effective use of new technologies, pre alumni associations and young alumni involvement.

Speakers:

Hardy Dorsey, President, National Alumni Council, **Moderator**
Sandra Brown, Vice President, National Alumni Council

T17. A Marketing Framework for Public HBCUs and the Thurgood Marshall College Fund

PRESIDENTS AND CHANCELLORS ONLY

It is becoming increasingly challenging for public HBCUs and the Thurgood Marshall College Fund to generate support for its body of diverse students. Presidents and chancellors understand these challenges, but need an effective method of “telling the story” so that the world will know that HBCUs and their supporting organizations are still important, productive and viable in today’s tough economy. In this session a strategy for addressing this issue will be presented.

Speakers:

Dwayne Ashley, President & CEO, Thurgood Marshall College Fund, **Facilitator**
Neil Golden, Senior Vice President and Chief Marketing Officer, McDonalds Corporation

2:30 pm – 4:00 pm Coffee Break

4:30 pm – 6:00 pm **AFFINITY GROUP MEETINGS**

A1. MicroSoft Server Training

SUGGESTED PARTICIPANTS: CHIEF TECHNOLOGY OFFICERS

Speakers:

Ronald Langley, Ph.D., Managing Director, Educational Consulting Foundation,
Facilitator
MicroSoft

A2. CENTER FOR INNOVATIVE HBCU SCHOOL REFORM PARTNERSHIPS MEETING (Teacher Quality and Retention Program)

SUGGESTED PARTICIPANTS: COLLEGE OF EDUCATION DEANS, STAFF & FACULTY

As a follow-up to the convening of School of Education Deans at the pilot Teacher Preparation Institute in Atlanta, participants will share outcomes from the previous plenary session and discuss next steps for strategy, collaboration and implementation of Teacher Quality and Retention initiatives.

Facilitator:

Dr. Calvin Johnson, Dean, College of Education, University of Arkansas Pine Bluff

A3. TMCF GATES NETWORK TECHNICAL ASSISTANCE MEETING

TMCF GATES NETWORK (ADMINISTRATORS, STAFF & PROJECT DIRECTORS)

Reflections/Discussion – Implementing what we’ve learned. How effective is our university/high school Partnership? How to make it better! Type of support needed to improve... from whom?

6:00 pm – 9:00 pm Student and University Officials Networking Lounge Open
(Light Snacks & Refreshments)

9:00 pm – 11:00 pm **Closing Reception**

DAY FOUR – WEDNESDAY, MARCH 18, 2009

7:00 am – 12:00 pm Hotel Check Out

12:30 pm **DEPARTURE**