

Special Conference Edition

Interview with Kathy Dawley



We sat down with Kathy Dawley, driving force behind The Institute for Enrollment Management, to find out her thoughts about The Institute and its flagship conference.

Q: How does the annual conference align with the mission of The Institute for Enrollment Management?

KD: The Institute’s mission to discover the implications and impact of emerging trends and technologies on the discipline of enrollment management, while working to directly influence

their evolution. The annual conference is a convening of thought leaders around emerging issues and trends in the field, bringing practitioners together from across the country.

Q: What makes this conference valuable for attendees?

KD: Two things. First, the focus is on enrollment management in higher education, but not enrollment management as disparate function with an institution.

Rather as a leadership function that is of concern to presidents, trustees, other senior executives, impacting the viability, performance, [\[MORE...\]](#)

Dr. Jason Lane to offer Keynote

A Roadmap for Channeling Institutional Change across Functional Boundaries

What could higher education achieve if varied stakeholders decided to work together to accomplish a shared vision by using data and scaling up evidence-based interventions? From the new book, *Higher Education Reconsidered: Executing Change to Drive Collective Impact*, Jason Lane will offer examples and instructions to help execute change in order to drive collective impact. When we understand large-scale change in other sectors, such as healthcare, business, and the social sector, it can help inform us of what collective impact looks like and how to get there. A deeper investigation into the science of change

will enable us to work towards increasing access, overcoming racial disparities, reducing the need for remediation, and improving learning outcomes.



Dr. Jason Lane, Vice Provost Academic Planning and Strategic Leadership and Senior Associate Vice Chancellor for the State University of New York.
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The Interview:

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and vision of the institution.

Secondly, the content, topics, and dialogue evolve at a very high strategic level and the program is designed to allow ample time for participation in this dialogue. “Interactivity” is the term we use to describe the relationship of speakers with the audience.

Q: How is the program developed and how do you know the content is on point with emerging trends?

KD: The Institute’s activities are guided independently by its volunteer Advisory Board comprised of leading practitioners in the field from both public and private institutions – including many of the very finest colleges and universities in the country. Advisory Board members contribute their thoughts on what topics to focus on and also help with the recruitment of speakers. Participants register for the conference to both tune in to the content and network with others in the field, knowing that the caliber of folks and institutions represented will be stellar.

Q: Describe what you mean about “interactivity” between the conference speakers and the audience.

KD: Conferences typically ask participants to hear a speaker’s presentation followed by a short session of questions and answers limited to a few participants. Our program is different. Speakers and panelists present, followed by the typical Q&A, but this is followed by roundtable discussions involving all participants and concludes with an opportunity for the conversation at each table to be summarized for the group. Participants are assigned to tables of “like” institutions for some sessions and tables of “diverse” institutions for others to expand perspectives and optimize networking opportunities.

Q: What did past participants appreciate most about this conference?

KD: Three things. First, the logistics. The location in Chicago maximizes the possibility for direct and short flights. Starting in the afternoon on the first day and ending in the afternoon the next optimizes the chance that folks can, in fact, get away from their campuses. And the Gleacher Center at the University of Chicago is a perfect, state-of-the-art venue. Second, participants appreciate the high strategic level of content and the vibrant, participatory dialogue. Third, they have had very positive things to say about the caliber of people and institutions represented.



*The Institute’s Second Annual Conference
June 23-24th 2016, University of Chicago’s Gleacher Center
For more information, or to register, go to: www.instituteforenrollmentmanagement.org*

Dr. Jason Lane

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Dr. Lane is also an award-winning scholar and expert in the emerging relationship between higher education, policy and politics, and globalization. He is also an associate professor at the University at Albany (SUNY), a senior fellow at the Rockefeller Institute of Government, and faculty for Penn State's Academic Leadership Academy and SUNY's Summer Leadership Institutes.

He has written more than 50 journal articles, book chapters, and policy reports; and authored or edited 10 books, including *Multi-National Colleges and Universities: Leadership and Administration of International Branch Campuses* (Jossey-Bass, 2011, w/ Kevin Kinser), *Colleges and Universities as Economic Drivers* (SUNY Press, 2012 w/ Bruce Johnstone) *Academic Leadership and Governance of Higher Education* (Stylus Press, 2013, w/ Robert Hendrickson,

James Harris, and Rick Dorman) and *Higher Education Systems 3.0* (SUNY Press, 2013 w/ Bruce Johnstone).

Lane has been a speaker and consultant in more than 30 countries across Asia, Europe, North and South America, and the Middle East. His frequent commentator on global trends in higher education and his research has been cited in major media outlets including the Associated Press, Boston Globe, National Public Radio, The Chronicle of Higher Education, Inside Higher Education, Newsweek, Texas Monthly, Times Higher Education (UK) and University World News and he is a regular contributor to the Chronicle of Higher Education's Worldwide blog. He serves on the boards of the Comparative and International Education Society (CIES), Council for International Higher Education (CIHE), and the Gulf Comparative Education Society (GCES).

Conference Highlights

June 23-24th, 2016, University of Chicago's Gleacher Center

Keynote: A Roadmap for Channeling Institutional Change across Functional Boundaries
Speaker: Jason Lane

Dinner Dialogue: Into the Storm: The Cycle of Change Quickens
Speaker/Facilitator: Jim Champy

***Day 2, Session 1: Cognitive Bias in the Admissions Office:
New Strategies for Equity and Diversity in Enrollment Management***
Speaker: Dr. Michael Bastedo, U Michigan

Day 2, Session 2: By the Numbers: Is the Higher Education Business Model Unsustainable?
Panelists: Monica Herk (CED), TBD

***Day 2, Session 3: Leading the Charge:
Enrollment Managers as Conveners and Catalysts for Change***
Panel Discussion

For more information, or to register, visit: www.instituteforenrollmentmanagement.org