

Please join us for the 2nd Annual EAB at K-State workshop
Monday, November 20, 2017 from 8:30am – 4:15pm

8:30 – 10am	<p>2017 Higher Education State of the Union <i>Redefining Leadership in the Face of Market and Mission Shifts</i></p> <p>Presenter: Matthew Pellish Location: Big 12 Room, K-State Student Union</p> <ul style="list-style-type: none">• Understanding the key organizational, financial, and market challenges to addressing enrollment and funding pressure• Adapting our personnel and governance structures to foster innovation and change in the face of threats to the professoriate
10:15 – 11:45am	<p>Telling the Story of Research <i>Communicating the Case for Academic Research</i></p> <p>Presenter: David Vuletich Location: Big 12 Room, K-State Student Union</p> <ul style="list-style-type: none">• Build staff capabilities and coordination to optimize the timing, messaging, content, and consistency of their communications• Support faculty as ambassadors and communicators as they share their work with the media• Optimize communication channels to effectively implement the research strategic plan and maximize the impact of communication efforts
11:45am – 1pm	<p>Lunch Break</p>
1 – 2:30pm	<p>Track 1: Competing on Student Outcomes to Attract Today’s Career Changer <i>Turning Passive Interest into Program Enrollments (plus Web Presence and Design)</i></p> <p>Presenter: Matthew Pellish Location: Big 12 Room, K-State Student Union</p> <ul style="list-style-type: none">• Use outcomes-focused marketing to capture the attention and enrollment of undecided career changers by designing effective campaigns across channels• Attract the attention of would-be career changers, support their exploration of available professional opportunities, and use student stories to demonstrate program value <p>Track 2: Aligning the Budget Model to Strategic Goals <i>A Framework for KSU’s Budget Model Modernization</i></p> <p>Presenter: David Vuletich Location: Bluemont Room, K-State Student Union</p> <ul style="list-style-type: none">• 13 key decision points for designing the new budget model• Align the budget model to strategic goals, create financial accountability, preserve mission-critical activities, and invest in institutional priorities
2:45 – 4:15pm	<p>Academic Vital Signs <i>Aligning Departmental Evaluation with Institutional Priorities</i></p> <p>Presenter: David Bevevino Location: Big 12 Room, K - State Student Union</p> <ul style="list-style-type: none">• Translating institutional priorities into departmental key performance indicators• Principles for developing an annual, data-informed departmental evaluation process