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

8:30 – 10am

2017 Higher Education State of the Union
Redefining Leadership in the Face of Market and Mission Shifts
Presenter: Matthew Pellish Location: Big 12 Room, K-State Student Union
- 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

Telling the Story of Research
Communicating the Case for Academic Research
Presenter: David Vuletich Location: Big 12 Room, K-State Student Union
- 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

Lunch Break

1 – 2:30pm

Track 1: Competing on Student Outcomes to Attract Today’s Career Changer
Turning Passive Interest into Program Enrollments (plus Web Presence and Design)
Presenter: Matthew Pellish Location: Big 12 Room, K-State Student Union
- 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

Track 2: Aligning the Budget Model to Strategic Goals
A Framework for KSU’s Budget Model Modernization
Presenter: David Vuletich Location: Bluemont Room, K-State Student Union
- 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

Academic Vital Signs
Aligning Departmental Evaluation with Institutional Priorities
Presenter: David Bevevino Location: Big 12 Room, K-State Student Union
- Translating institutional priorities into departmental key performance indicators
- Principles for developing an annual, data-informed departmental evaluation process