



Higher Education Innovation, LLC

# INAUGURAL PRESIDENTS' CONFERENCE

*From Survive to Thrive:  
Envisioning Success for Colleges and  
Universities in Times of Radical Change*



**March 21-22, 2019**

Baylor Research and Innovation Collaborative  
100 Research Pkwy., Waco, TX 76704

# INAUGURAL PRESIDENTS' CONFERENCE 2019

The focus of Higher Education Innovation is to assist with and enhance both the daily operations and ultimate success for institutions of higher education and leadership as they attempt to productively navigate through the radical changes and the challenges of the present and future of higher education.



## Hopes for this Inaugural Conference:

### Sharing Cutting Edge and Critical Information

Firstly, we want to bring together some of the most accomplished higher education leaders who have successfully navigated enormous challenges and change, and built institutions in the face of that change. Additionally, we wanted to hear from leading experts on some of the most critical, vulnerable, and fertile areas of higher education now and for the future.

### Conducting Research

Secondly, we want to continue to gather research data on what is happening in higher education; what the challenges and “pain points” are and are anticipated to be; what solutions and ideas have worked well for other leaders, and what the hopes and dreams are for the future of higher education institutions in America.

### Exploring New Ways to Serve Higher Education

Thirdly, we want to explore and develop the avenues that would best help higher education leaders navigate the future.

- A journal on the future of higher education?
- A particular specialized training?
- Mentorship programs?

What would help most to enhance operations and foster success?

# WHAT IS HEI?

Higher Education Innovation LLC (HEI) works with colleges and universities in areas of operational assessment, entrepreneurship, enrollment, increasing revenue streams, partnerships, administration, communications, customer service, development, admissions, strategic planning, program development, continuing education and more. HEI's goal is to assist these institutions in making critical pivots in the face of radical change in order to advance into a thriving future.

## Purpose:

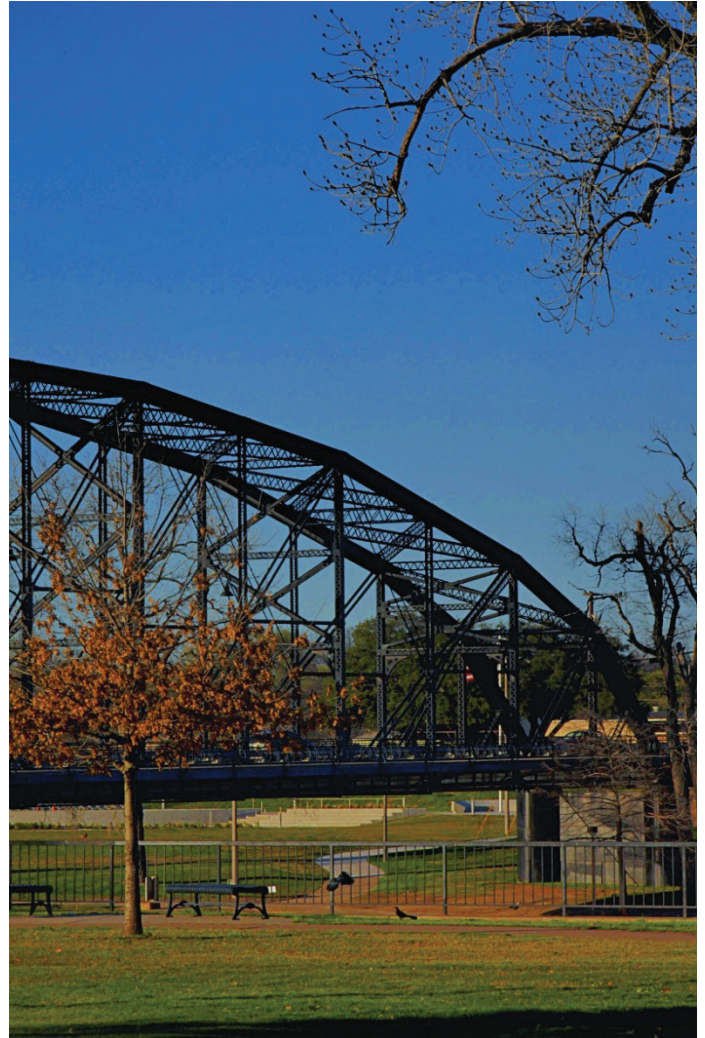
Higher education is the global game-changer. It is the answer to curing the world of poverty, hunger and disease. It is the pathway to a higher quality of life. In order to provide more people with higher education opportunities and greater chances for completion and success, higher education must be:

- more affordable
- more accessible
- more supportive of students before and throughout their educational journey
- more financially stable and viable
- more flexible, responsive, and open to change

Most colleges and universities are doing everything they know to fully care for students and the institution itself. Higher Education Innovation (HEI) assists institutions and students to be more successful.

## Mission Statement:

The mission of HEI is to partner with non-profit colleges and universities to enhance and increase enrollment, retention, staff training, strategic planning, and operations of the institutions at minimal cost. Additionally, HEI strives to assist prospective college students in navigating the complex terrain of higher education, overcome barriers, incur minimal debt, and complete degree programs.



**Dr. Mary Landon Darden**

President of Higher Education  
Innovation, LLC

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Direct Line: 210-202-1104



# INAUGURAL PRESIDENTS' CONFERENCE SPEAKERS



## DR. JAY BOX

Dr. Jay Box was named the second president of the Kentucky Community and Technical College System (KCTCS) on November 19, 2014. He is a community college graduate and has more than 30 years of experience in community college leadership.

Dr. Box has a history of leadership within KCTCS, having served as the president of Hazard Community and Technical College from 2002 – 2007, followed by being named KCTCS vice president. In 2009, he was named chancellor and served in that role until being selected president of the System.



## LISA MARSH RYERSON

Lisa Marsh Ryerson is president of AARP Foundation, the charitable affiliate of AARP. A bold, disciplined and collaborative leader, she sets the Foundation's strategic direction and steers its efforts to realize an audacious vision: a country free of poverty, where no older person feels vulnerable. Since she took the helm, AARP Foundation has implemented pioneering initiatives, explored new avenues for collaboration, and secured unprecedented funding to support programs and services that truly change lives. Ms. Ryerson has spearheaded innovative partnerships with other organizations to create and advance effective solutions that help vulnerable older adults increase their economic opportunity and social connectedness. Before joining AARP Foundation, Ms. Ryerson served as the president and CEO of Wells College in Aurora, N.Y.



## DR. MARY LANDON DARDEN

Dr. Mary Landon Darden became the President of HEI, LLC in 2015 after serving for five years as the Center Dean of Concordia University Texas San Antonio. She holds a doctorate from the Scholars of Practice program in Higher Education Administration at Baylor University, and has more than two decades of higher education administration experience. She is the author of a book published with the American Council on Education and Rowman and Littlefield titled *Beyond 2020: Envisioning the Future of Universities in America*.



## DR. JOANNA KILE

Dr. Joanna Kile is currently Vice President of Instruction at Texas Southmost College. She also has served as the Associate Vice Chancellor of Workforce Instruction and Executive Director of the Global Energy Training Institute at Houston Community College. She holds a doctorate in higher education administration from Baylor University and a master's degree in human genetics from the University of North Texas. With more than twenty years of community college administration experience, her focus remains innovation in workforce education.

## Dr. MEREDITH WOO

Dr. Woo, former dean of the College of Arts and Sciences at the University of Virginia, left her job in London as director of the international higher education support program at the Open Society Foundations to lead Sweet Briar College. An expert on international political economy and East Asian politics, Woo has written and edited seven books, and was the executive producer of an award-winning documentary film, “Koryo Saram: The Unreliable People.” Meredith Woo is now leading Sweet Briar College to serve as the model for liberal arts colleges of the future. When selecting Sweet Briar as one of the Most Innovative Schools, the 2019 *U.S. News & World Report* Best Colleges rankings noted that in addition to curating an academic curriculum built on its areas of excellence, the College reduced tuition to make the superlative education at Sweet Briar affordable and the true cost more transparent.



## DR. ROBERT CLOUD

Dr. Robert Cloud is a professor of higher education and chair of the Department of Educational Leadership (EDL) at Baylor University. He holds four academic degrees and is a former community college administrator, having served as president of Lee College in Texas for ten years and as vice president and dean in three other Texas colleges. Dr. Cloud’s current research interests include higher education leadership, educational law and policy, current issues, governance, the federal student loan program and student debt, and organizational behavior.



## DR. GREG LEMAN

Dr. Greg Leman is a Clinical Professor in Entrepreneurship at Baylor University. His current role is focused on gaining early stage funding that enables Baylor-research-based tech companies to launch in the local region. He recently served as a Loaned Executive, filling the role of Executive Director for Start Up Waco, a newly founded nonprofit whose mission is to formalize and optimize the greater Waco ecosystem for entrepreneurship. He is the Founder of the LAUNCH Innovative Business Accelerator at the Baylor Research and Innovation Collaborative (BRIC). Over the past 11 years as a tech-biz venture coach he has accumulated a 75% success rate in taking teams to their next major strategic milestone, and his clients include national innovation competition winners.



## DR. ALEX PARNIA

Dr. Alex Parnia currently is the president MSM-USA, a leading worldwide platform supporting the international education sector. Prior to joining MSM, Dr. Parnia was the president of EC Higher Education, where he formed pathway partnerships with U.S. universities that are ranked in the top 200 by *U.S. News and World Report*. Previously, as president of Pacific Oaks College & Children’s School, he closed a deficit gap of \$4 million within 24 months, increased revenue from \$8 million to \$22 million and grew the enrollment from 480 to 1300 students within three years. Dr. Parnia has also served as provost of Nichols College, executive vice president of Cambridge College and was a tenured faculty member.



# INAUGURAL PRESIDENTS' CONFERENCE PROGRAM



## Day 1: Thursday, March 21, 2019

**8:30 a.m. - 1p.m.** – Registration Table Open – Third Floor at the BRIC

**8:30 – 10:25 a.m.** – Continental Breakfast - foyer of 3160 Symposium

**9 - 10:15 a.m.** – HEI College Leadership Advisory Board Meeting – (3160 Symposium)

**9 - 10 a.m.** – Tour of BRIC available for Conference Guests not serving on the Board – meet at registration table

**10:25 a.m. – Pre-Conference Begins**

**10:30 - 11:00 a.m.** – Pre-Conference Workshop *International Student Recruitment* – Dr. Alex Parnia, President of M Square Media (MSM), former President of Pacific Oaks College

**11:30 a.m.** – Lunch Buffet opens

**Noon - 12:10** – Dr. Darden Opens Conference with Announcements and Introduces Waco Mayor Kyle Deaver

**12:10 - 12:20 p.m.** – Waco Mayor Kyle Deaver Officially Opens Conference and Introduces first Keynote Speaker Dr. Mary Landon Darden

**12:20 - 1:20 p.m.** - Opening Luncheon and Keynote I – Dr. Mary Landon Darden, President of HEI LLC. *From Survive to Thrive: Higher Education Help and Hope from Critical Pivots, Entrepreneurship, and Innovation*

**1:20 - 1:30 p.m.** – Short Break

**1:30 - 2:25 p.m.** – Presidents' Panel – *The Current Crisis, Helpful Strategies and Tools, Things We Still Need*

- President of the Kentucky Community and Technical College System Dr. Jay Box
- President AARP Foundation and former President of Wells College Lisa Marsh Ryerson
- President of Sweet Briar College Dr. Meredith Woo
- Chair of the Department of Educational Leadership at Baylor University and former President of Lee College Dr. Robert C. Cloud

**2:30 - 3:20 p.m.** – Research Round Table Discussions on *Pain Points, Needs, Concerns and Hopes and Dreams for the Future*. What colleges need – and what they hope for.

**3:20 - 3:30 p.m.** – Short Break

**3:30 - 4:20 p.m.** - Dr. Robert C. Cloud, Chair of the Department of Educational Leadership at Baylor University and former President of Lee College – *Mitigating Future Liability in the Academy*

**4:20 - 4:30 p.m.** – Short Break

**4:30 - 5:15 p.m.** – Keynote II – Dr. Jay Box, President of the Kentucky Community and Technical College System – *Advancing Technology for Future Success*

**5:15 - 6 p.m.** – Back to Hotel

**6 p.m.** - Reception on The Hilton Hotel patio - 113 S. University Parks Dr.





## Day 2: Friday, March 22, 2019

**8:30 - 9 a.m.** – Continental Breakfast at the BRIC - foyer of 3160 Symposium

**9 - 9:40 a.m.** – Texas Southmost College Vice President of Instruction Dr. Joanna Kile - *Partnering for Success – Driving Industry Engagement through Innovative Workforce Development Practices*

**9:40 - 10 a.m.** – Break

**10 - 10:50 a.m.** – President of Sweet Briar College Dr. Meredith Woo – *Excellent, Relevant, Affordable: How Sweet Briar College Became a “Most Innovative School”*

**10:50 - 11 a.m.** – Short Break

**11 - 11:30 a.m.** – Clinical Professor at Baylor University and former Executive Director of StartUp Waco Dr. Greg Leman – *The Entrepreneurial College: Oxymoron or Opportunity?*

**11:30 - Noon** – Lunch buffet line opens

**Noon - 12:30 p.m.** – Keynote III: Lisa Marsh Ryerson – President AARP Foundation and former President of Wells College – *Fundraising for the Future*

**12:30 - 1 p.m.** – Closing Remarks, Announcements, and Life Time Leadership Award presentation

**1 - 1:30 p.m.** – Award Reception and Recess

# IMPORTANT WACO INFORMATION:



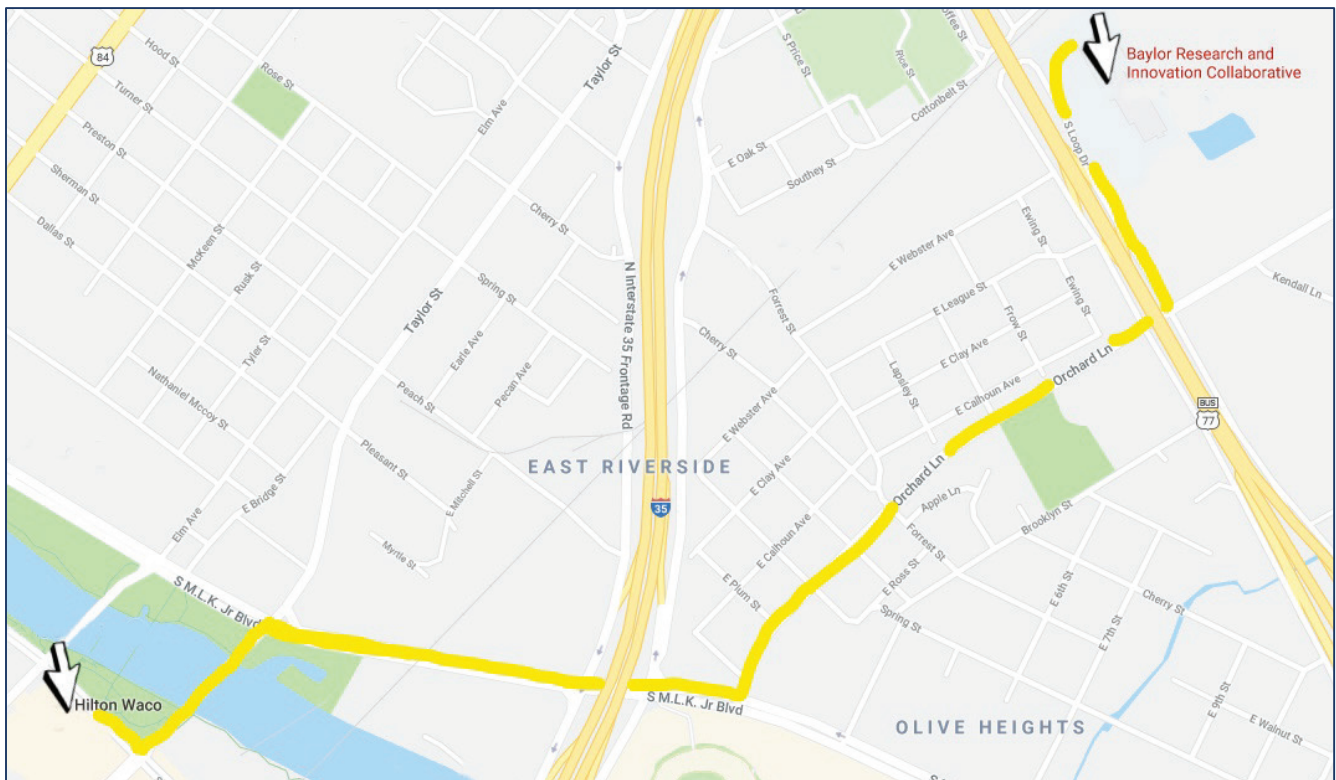
Waco offers enough to keep visitors busy for days! Mountain bike or hike in Cameron Park, shop downtown where you will find Magnolia Market, antiques stores, and wonderful local finds. Stroll through our cultural and historic district that extends from Austin Avenue through Elm Avenue, across the mighty

Brazos River. Walk across the historic Suspension Bridge, built in 1870, where the clopping hooves of cattle followed the Chisholm and Shawnee Trails up north. Come for a weekend getaway, a convention, tour, or simply business, and explore all that Waco has to offer.

The Hilton Waco: 113 S University Parks Drive, Waco, Texas 76701

The Baylor Research and Innovation Collaborative (BRIC): 100 Research Pkwy, Waco, Texas 76704

## MAP OF WACO:





## HILTON SHUTTLE SCHEDULE:

### Thursday

Thursday, March 21	From Hilton to BRIC	From BRIC to Hilton
Departure time from front:	8:30 a.m.	5:20 p.m.
	9:15 a.m.	5:40 p.m.
	9:45 a.m.	

### Friday

Friday, March 22	From Hilton to BRIC	From BRIC to Hilton
Departure time from front:	7:45 a.m.	1:15 p.m.
	8:15 a.m.	1:45 p.m.
	8:45 a.m.	

The Hilton Waco contact: 254-754-8484

## WACO ACTIVITIES, EVENTS, SHOPPING & MORE:

- **Things to do in Waco:** <https://wacoheartoftexas.com/things-to-do/>
- **Waco Events:** <https://wacoheartoftexas.com/events/2019-03/>
- **Waco Free Trolley Schedule:** <https://wacoheartoftexas.com/map/>
- **Some of Chip and Joanna's Favorites:**  
<https://www.countryliving.com/life/travel/a37542/waco-texas/>
- **On visiting Magnolia Market** – 601 Webster Ave., Waco, TX

Magnolia has a wonderful market with home furnishings and more, a Bakery that makes the best-ever cupcakes, food trucks, all within a vibrant shopping neighborhood. Parking can be a challenge, however, there is a large handicap lot on Webster next to the silos. Otherwise, taking the free trolley to Magnolia is probably your best bet.

# SPECIAL THANKS

The HEI team would like to give a special thanks to the following special individuals who helped make this conference possible. We are so deeply grateful for your support and assistance!

## THE HEI TEAM:

- Charlie Boyd
- Chris Brammer
- John Platt
- Juliana Salas
- Janie Vicinais
- Images provided by Brenda Y. Salas

## THE BRIC TEAM:

- Bobby Cryns
- Mika Coffee
- Leti Garcia

## CONFERENCE RESEARCHERS:

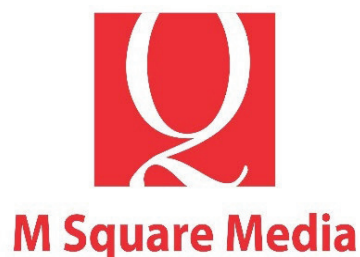
- Dr. Rosalie Beck, Professor from the Department of Religion at Baylor University
- Dr. Michael Long, Interim Chair of the Department of Modern Languages and Cultures at Baylor University
- Dr. Ann McGlashan, Director of Division of German and Russian, Dept. of Modern Languages and Cultures
- Dr. Elizabeth D. Palacios, Dean for Student Development and Special Assistant to the President on Diversity

## OUR VENDORS:

- Dr. Alex Parnia, MSM-USA
- Patty Short, Business Development Manager for Comark Direct
- Leah Magid, Project Manager for Comark Direct

## THE HILTON TEAM:

- Connie Reineke
- Brianna Reineke



# NOTES





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