

July 29, 2008

## 2008 NCCI Annual Conference - A Great Success!

NCCI held its 9th Annual Conference at the Holiday Inn Chicago Plaza Mart in Chicago, Illinois, from July 10-12, 2008. There were 141 registrations from 6 nations and 29 states.

Keynote speakers included:

- Dr. Linda Katehi, Provost and Vice Chancellor for Academic Affairs, University of Illinois, Urbana-Champaign, IL and Stig Lanesskog, Assistant Provost for Strategic Planning and Assessment, University of Illinois, Urbana-Champaign, IL
- A panel featuring the 2008 NCCI Leveraging Excellence Award Winners: Committee on Institutional Cooperation (CIC), represented by Barbara McFadden Allen, Director of CIC (Champaign, IL) and Brigham Young University (BYU), represented by Doug and Coray Christensen, Administrative Solutions Advocate in the BYU Physical Facilities Division (Provo, UT)
- Sherwin Greenblatt, former President of Bose Corporation and former Executive Vice President of Massachusetts Institute of Technology
- Dr. Kay Eggleston, Vice President for Institutional Effectiveness and Economic Development, Richland College, Dallas, TX, Winner of the 2005 Malcolm Baldrige National Quality Award.

At the business luncheon meeting, NCCI President Rick Wallick presented Maury Cotter, Director of the Office of Quality Improvement at the University of Wisconsin-Madison and former NCCI President, the third NCCI Brent D. Ruben Award. (Please see next article.) Exiting board members (Maury Cotter, Marsha Moore and Molly McGowan Nearing) were also recognized.

Faculty and administrators from institutions across the United States, Canada and the United Kingdom presented twenty concurrent sessions focusing on a broad range of topics. Several breaks, receptions, group meals, poster sessions, and a "meet the authors" session provided participants with numerous

## Calendar of Events

2009 Leveraging Excellence Award Applications - Due October 1, 2008  
Click [here](#) for information

NCCI Pre-Conference Workshop and Concurrent Session at ACE Annual Meeting  
Washington, D.C.  
February 7-10, 2009

NCCI's 10th Annual Conference  
Boston, MA  
June 25-27, 2009

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## NCCI Invited to Co-Sponsor Sessions at ACE's 2009 Annual Meeting

NCCI will be co-sponsoring both a pre-conference and a concurrent session at ACE's 2009 Annual Meeting in Washington, D.C., February 7-10, 2009. The theme of the Meeting is "Collective Foresight." NCCI's pre-conference session on Sunday, February 8 will be: *Strategic Collaborations: Partnering Across Boundaries to Leverage Impact and Resources*. The concurrent session on Tuesday, February 10 will be: *Ideas to Results: Executing Your Strategic Plan*.

Don't miss these great sessions!

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## Words of Wisdom from Sherwin Greenblatt

Sherwin Greenblatt, keynote speaker at the 2009 NCCI Annual Conference, shared some extremely useful ways to approach our missions:

Our Challenge:

- Rise above the fray and do what's best for our Institutions
- Get people working together across our Institutions

networking opportunities.

Two Pre-Conference Workshops, held on Thursday, July 10th, featured an "Introduction to Crucial Confrontations™ – Engaging Managers to Increase Performance and Accountability" by Catherine Lilly, MSW, Senior Advisor to the Executive Vice President and Chief Financial Officer, University of Michigan, and "Root Cause Analysis in the Higher Education Setting," by Dr. John R. Dew, Associate Vice Chancellor for Institutional Research, Planning and Effectiveness, Troy University.

Click [here](#) to read more about the Conference's activities.

Click [here](#) to access conference presentations and the conference photo galleries.

Don't forget to submit your conference evaluation! Click [here](#) to access the online evaluation - it should take less than 10 minutes to complete.

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### Maury Cotter Receives the Brent D. Ruben Award



Maury Cotter, founder, board member, and past President of NCCI, received the 3rd Brent D. Ruben Award at the 2009 Annual Conference in Chicago. Ms. Cotter was recognized for her instrumental leadership in the establishment and development of NCCI.

In Rick Wallick's presentation of the award to Ms. Cotter, he commented that Ms. Cotter's "many accomplishments extend well beyond NCCI. As Director of the Office of Quality Improvement at the University of Wisconsin-Madison, she has played a key role in advancing excellence and quality improvement across the university at both operational and strategic planning levels. As a widely known leading expert and practitioner in strategic planning and quality improvement in both academic and administrative settings, Ms. Cotter has advised and assisted national leaders of higher education institutions and associations in their efforts to advance excellence in higher education. We at NCCI are extremely happy to have this opportunity to recognize Ms. Cotter's extraordinary

Focus on the outside competition - that's the real threat

- This isn't like the cold war - it's not our enemies that threaten, it's our friends

Discover what is unique and beneficial about each of our Institutions and build on that

- Ultimately that's where our competitive edge comes from

Experiment continually

- For things that work, spread them throughout the organization
- For things that don't work, get off of them and move on
- Improvement is hard work - keep at it and never give up

Often we take these for granted. It's time we look at them with a fresh perspective!

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### Assessing the Impact of the Spellings Commission

Dr. Brent Ruben, Louise Sandmeyer, and several other colleagues authored a 196-page study, sponsored by NACUBO, that provides a systematic analysis of the 2006 Spellings Commission report and its impact on the future of higher education. The research team interviewed 36 individuals (including Commission members, college/university leaders, and higher education association presidents) who agreed that the Commission's work and the Report (Future of Higher Education) have had an impact, but disagreed on what the actual impact was and whether the impact was positive or negative. Many viewed the report's release as an attack on US colleges and universities.

The research team's findings included (among others):

- Different sectors in higher education viewed the Report and the recommendations differently; there were significant variations in the interpretations within each

leadership and great impact on NCCI and higher education in general. Her record of accomplishment is truly remarkable, and the insight, creativity, and integrity that characterize her work are truly inspiring."

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### **Dr. Larry Gould Receives The William M. Plater Award**

Dr. Larry Gould, provost of Fort Hays State University and member of the NCCI Board of Directors, received the William M. Plater Award for Leadership in Civic Engagement. The American Association of State Colleges and Universities (AASCU) gives the award to individuals who demonstrate exemplary leadership in advancing the civic learning of undergraduates through programs and activities that encourage greater knowledge, experiences, skills, and reflection about the role of citizens in a democracy.

Dr. Gould was instrumental in launching the American Democracy Project (ADP) at FHSU after learning about it at an AASCU meeting. The ADP's mission is to inspire today's students to become tomorrow's active citizens by encouraging voter registration, civic volunteerism, access to community leaders, and positive motivation. FHSU's immersion in ADP was so successful that the role of ADP was added to the university's mission statement.

The William M. Plater Award, established in 2006, is the first national award established specifically to recognize chief academic officers for their leadership in higher education. Click [here](#) to read more about the Award.

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### **Using Strategic Planning to Change Departmental Culture**

"If it ain't broke, don't fix it." "What is it that we are going to do that we haven't done a dozen times before?" "...we'll just pull it out each year, dust it off, and resubmit it..."

Ever hear those comments when you are in the middle of developing a long-range strategic plan for your department? Is your departmental culture one of the major obstacles to quality planning? Are you lucky enough that good things happen even in the worst situations?

Lon Dehnert, PhD, addresses those situations, and more, in an article in the April 2008 edition of *Academic Leader*, The Newsletter for Academic Deans and Department Chairs. Dr. Dehnert outlines the goals for establishing a new culture, engaging the services of a good facilitator, getting buy-in from the faculty and staff, and keeping the process moving forward. Click [here](#) to read the article.

sector.

- The Report was very direct in its language (often with a sharp edge and off-putting tone), but it did get the attention of the community.
- Much of the higher education reaction was defensive, which contributed to perceptions of rigidity, unwillingness to accept criticism, and the lack of receptivity to the need to change.
- The Report put higher education on the national agenda. This could be viewed as a "call to action" versus just a "document for reflection."
- Higher education's reaction resulted in a missed opportunity to provide a more constructive response, and to more effectively articulate "the higher education's story."
- Many interviewed indicated they were already addressing many of the issues brought up by the Report, but this indicated that they weren't doing the best job in communicating their progress on these issues.
- The Report (and its reactions) can be viewed as an "opportunity to reengage and create collaborative networks and partnerships across higher education and with state and federal agencies..."
- The reaction to the Report showed that if a more collegial communication style had been used and if there had been a greater effort to create alliances with the higher education community to promote common values and goals, the Commission would have been more effective in making a clearer case for education reform.
- Higher education could have anticipated critique emerging from the Commission Report.

The study concluded with the following:

- Talented leaders are needed to promote/leverage innovations and effective practices
- New opportunities exist for collaboration between higher

education and governmental agencies

- Proactively identify new initiatives where common challenges can be cooperatively addressed

Click [here](#) to read the summary of the study. To read the entire study, click [here](#). Click [here](#) to read a review from *Inside Higher Ed* on "Sizing Up the Spellings Commission."