



THE COUNCIL OF
INDEPENDENT COLLEGES

JANUARY 3–4, 2014 • MARCO ISLAND, FLORIDA

New Presidents Program

including the New Presidential Spouses and Partners Program



A comprehensive leadership development program for college presidents in their first or second year and their spouses and partners that addresses the practical needs and strategic questions for success as leaders of independent colleges and universities

HELD IMMEDIATELY PRIOR TO THE PRESIDENTS INSTITUTE (JANUARY 4–7)

www.cic.edu/2014PresidentsInstitute



CONGRATULATIONS ON YOUR APPOINTMENT!

Having recently completed 15 years of service as president of Notre Dame of Maryland University, I can say confidently that the work of a college president is the most energizing and rewarding that I have ever done. But I also remember well the challenges during my first years as president. And I vividly recall how CIC's New Presidents Program and Presidents Institute provided invaluable opportunities to learn from seasoned independent college and university leaders and also to make friends who became a network of informal advisors for many years.

As director of CIC's New Presidents Program, I wholeheartedly invite you to participate in the 2014 New Presidents Program, with its parallel program for spouses and partners. This program is conducted in conjunction with the CIC Presidents Institute, which is the largest annual gathering of college presidents in the country. Past participants have often commented that CIC's program provides an exceptionally productive use of a new president's precious time.

Please do not hesitate to contact me with any questions you may have about the program (mseurkamp@cic.nche.edu or 443-253-5497).

I look forward to seeing you at the New Presidents Program in Florida in January 2014.

A handwritten signature in black ink that reads "Mary Pat Seurkamp". The signature is fluid and cursive.

Mary Pat Seurkamp
Director, CIC New Presidents Program
President Emerita, Notre Dame of Maryland University



PROGRAM AGENDA

Friday, January 3 • 9:15 a.m.–8:00 p.m. ■ Saturday, January 4 • 7:15 a.m.–1:00 p.m.

PROGRAM FOR NEW PRESIDENTS

Welcoming Remarks

Mary Pat Seurkamp, Director, CIC New Presidents Program

Making Connections

L. Jay Lemons, President, Susquehanna University

The Changed Environment for Presidential Leadership

Thomas L. Hellie, President, Linfield College

Financial Fundamentals and Strategies for the New President

Wendy B. Libby, President, Stetson University

Enrollment, Marketing, and Today's Students: Getting Them in the Door

Roger N. Casey, President, McDaniel College
Sharon D. Herzberger, President, Whittier College

The Strategic and Entrepreneurial President—What Does This Mean?

Paul Hennigan, President, Point Park University

Working with the Board—Basics and Beyond

Thomas F. Flynn, President, Alvernia University
Linda N. Hanson, President, Hamline University
Moderator: Douglas M. Orr, President Emeritus, Warren Wilson College

Small-Group Discussions with Presidential Facilitators

Closing Remarks and Questions

Mary Pat Seurkamp

PROGRAM FOR NEW PRESIDENTIAL SPOUSES AND PARTNERS

Welcome

Katherine M. Whatley, Vice President for Annual Programs, CIC

Introductions: Who We Are

Laird Hanson, Presidential Spouse, Hamline University

Lynne C. Joyce, Presidential Spouse, Brevard College

Varied Roles of the Presidential Spouse/Partner

Laird Hanson and Lynne C. Joyce

Small Group Discussions

Finding Your Niche on Campus and in the Community

Lynne C. Joyce

Closing Remarks and Questions

Laird Hanson and Lynne C. Joyce

JOINT SESSIONS FOR NEW PRESIDENTS AND SPOUSES AND PARTNERS

Luncheon for New Presidents and Spouses and Partners

Welcome: Scott D. Miller, President, Bethany College (WV) and Chair, CIC New Presidents Program Advisory Committee

Speaker: Jennifer L. Braaten, President, Ferrum College

Reception and Dinner for New Presidents and Spouses and Partners

Hosts:

Carol A. Leary, President, Bay Path College
Lynne C. Joyce, Presidential Spouse, Brevard College

Remarks: Richard Ekman, President, CIC

The President and Institutional Advancement—What's the Goal?

David C. Joyce, President, Brevard College
Beverly Daniel Tatum, President, Spelman College

You Got the Job, Now What?

William T. Luckey, Jr., President, Lindsey Wilson College

PROGRAM CHARACTER

CIC's New Presidents Program, held in conjunction with the annual Presidents Institute, provides the "need to know" tools and the counsel that will keep a young presidency on a smooth course. This year's program includes sessions on financial fundamentals, enrollment and marketing, board relations, advancement, and strategic and entrepreneurial presidential leadership—among other key topics. The presenters are experienced presidents and their spouses and partners—many of whom are alumni of the program. The program offers ample opportunities to meet and exchange ideas with others who are new to the office.

"The new presidents program offers a forum for frank conversation about the joys and challenges of the presidency. I appreciated the chance to learn from more experienced presidents and the focus on getting started on firm footing."

—MARJORIE HASS, PRESIDENT, AUSTIN COLLEGE

PROGRAM PURPOSE AND FEATURES

New college and university presidents typically have substantial background in only a few of the key areas of presidential responsibility. The 24/7 nature of the position, however, offers little opportunity for leisurely learning on the job of areas beyond the new president's own expertise. The first months in the position are both energizing and overwhelming; there are early opportunities for significant achievement, and at the same time significant missteps can threaten to derail long-term success. CIC's New Presidents Program—the oldest of the programs serving new chief executives and their spouses and partners—focuses on the practical needs and concerns of the newly elected leaders of independent colleges and universities. Since 1989, more than 750 new presidents have benefited from the program. They often list the following features of the program as particularly helpful to them:

- All presentations are made by current or recently retired CIC presidents who understand the specific needs of new independent college presidents and their spouses and partners, and presenters remain available for subsequent conversations through the Presidents Institute and often beyond.



- The program is intensive and makes efficient use of a new president's time.
- Each participant is provided with a seasoned presidential colleague who participates in the program and often continues to serve in an informal advisory capacity. These experienced campus leaders help new presidents successfully negotiate the perils and pitfalls while capitalizing on the opportunities that the first year represents.
- The practical focus is distinct from and complements other programs for new presidents, such as Harvard University's. Participants take home suggestions that are readily implementable.
- The program, subsidized by CIC, represents excellent value.
- The friendships created among the participants begin the development of an extensive professional network of colleagues with whom new presidents and their spouses and partners can confer about sensitive campus issues.

"The New Presidents Program—like the Presidents Institute—has an open, problem-solving atmosphere, in which presidents freely exchange ideas with each other and with seasoned leaders in independent higher education."

—RONALD L. CARTER, PRESIDENT, JOHNSON C. SMITH UNIVERSITY

PRESIDENTIAL SPOUSES AND PARTNERS

CIC offers a concurrent program for spouses and partners of recently appointed college presidents. The program is led by experienced presidential spouses. It also affords opportunities to form a network among others who are new to the role and to share early experiences. (See the program agenda for details.)

"I highly recommend CIC's New Presidents Program. The program helped me navigate important strategic and practical questions, and I developed a network of colleagues and friends that remains strong."

—KEVIN P. QUINN, SJ, PRESIDENT, UNIVERSITY OF SCRANTON



PROGRAM DATES AND REGISTRATION

The New Presidents Program will take place January 3–4, 2014, just prior to the January 4–7, 2014 CIC Presidents Institute, at the Marco Island Marriott in Marco Island, Florida.

For additional information about the program, hotel, and travel arrangements for the New Presidents Program and Presidents Institute, please visit www.cic.edu/2014PresidentsInstitute. The registration fee for the New Presidents Program is \$280 for presidents and \$170 for spouses. The fees for the Presidents Institute are \$760/\$450 for CIC presidents/spouses, and \$975/\$630 for nonmember presidents/spouses. The fees include a number of meals and all session materials. Registration at CIC's website will open mid-August 2013. The registration deadline is **December 3, 2013**.

Michelle Friedman, CIC's director of programs (mfriedman@cic.nche.edu or 202-466-7230), will gladly assist with registration or logistics concerns.

HOTEL INFORMATION AND RESERVATIONS



Marco Island Marriott

400 South Collier Boulevard, Marco Island, FL 34145
Phone: (239) 394-2511 • Toll-Free: (800) 438-4373
www.marcoislandmarriott.com • Fax: (239) 642-2672

Room Rate: \$209 single/double per night

Deadline for CIC Rate: December 3, 2013

When calling to make your hotel reservation, please indicate that you are with the Council of Independent Colleges Presidents Institute to receive the discounted conference rate.

Located off the southwest coast of Florida on the largest of the Ten Thousand Islands, the Marco Island Marriott offers pristine white sand and shell beaches and is southwest Florida's most complete resort. This full-service property features superb views of the Florida Gulf Coast, guest rooms with private balconies, a spa, and several restaurants offering everything from poolside snacks to elegant dining. Additional features are a private championship golf course and access to a host of beach activities including shelling cruises, parasailing, and other water sports.



THE COUNCIL OF
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One Dupont Circle, NW, Suite 320 • Washington, DC 20036-1142
Phone: (202) 466-7230 • Fax: (202) 466-7238 • www.cic.edu