University of Puget Sound • Tacoma, WA • February 27, 2020

A workshop for leaders of CIC member institutions, designed to help them counter misperceptions and misinformation about independent higher education through informal conversations with neighbors, friends, businesspeople, and other members of the local community.

This workshop is made possible by the generous support of:

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9:30 a.m.  Registration

Please sit with the other members of your team at the indicated tables.

10:00–10:15 a.m.  Welcome

Richard Ekman, President, Council of Independent Colleges (CIC)
Isiaah Crawford, President, University of Puget Sound
S. Georgia Nugent, President, Illinois Wesleyan University,
and Senior Fellow, CIC

Welcoming remarks, introductions, the goals of the workshop, and the plan for the day.

10:15–11:15 a.m.  Strong Answers to Tough Questions

Georgia Nugent
Philip M. Katz, Director of Projects, CIC
Jo Ellen Parker, Vice President for Communications, CIC

A review of the survey results from workshop participants, followed by a guided conversation to introduce some of the most persistent myths about private colleges, the essential facts and figures that might be used to refute the myths, and strategies for introducing compelling data into informal conversations.
11:15–11:30 a.m.  A Statewide Perspective

Terri Standish-Kuon, President & Chief Executive Officer, Independent Colleges of Washington

An overview of the Independent Colleges of Washington’s statewide messaging campaign on behalf of higher education.

11:30 a.m.–12:15 p.m.  How Presidents Counter Misperceptions

Moderator: Richard Ekman
Panelists: Isiaah Crawford, President, University of Puget Sound
          Kathleen M. Murray, President, Whitman College
          Wim Weiwel, President, Lewis & Clark College

A panel of presidents will share how they have successfully fielded difficult questions about higher education and their institutions: What conversations do they seek out or dread? What myths and misperceptions do they frequently encounter? And what facts or stories have they found to be most effective in dispelling the myths?

12:15–1:15 p.m.  Lunch and Discussion

Please sit with colleagues who have similar roles at other institutions (presidents, trustees, faculty members, and administrators). Roles are identified by signs on each table and matching colored dots on each name tag.

What are some of the distinctive challenges and opportunities for people in your role to make a strong, positive case for private colleges and your own institutions? What misinformation about higher education do you regularly encounter? How do you respond? What would help you respond more effectively?

1:15–1:45 p.m.  Talking the Talk

Please rejoin the other members of your campus team at your original table.

Facilitator: Jo Ellen Parker
The workshop materials include a full and detailed set of facts and figures about private higher education. This is an opportunity to apply that data to informal conversations. Each table has a container stocked with frequently-heard myths. Draw a topic and practice having a talk about private colleges!

1:45–2:00 p.m. Break

2:00–2:30 p.m. Sharing the Facts, Telling Our Stories

*Georgia Nugent, Richard Ekman*

Volunteers will have a chance to share effective exchanges from the previous session. Do specific questions present opportunities to put your institution in a good light? What facts and figures seem more compelling than others? What stories seems more compelling? What works—and what doesn't?

2:30–2:55 p.m. Taking it Home

*Georgia Nugent, Jo Ellen Parker*

What are your campuses doing to help faculty, staff, trustees, and others be effective and knowledgeable ambassadors? What next steps would help you share the facts and strategies explored during this workshop with colleagues back on campus?

2:55–3:00 p.m. Workshop Conclusion

*Richard Ekman, Georgia Nugent*
**S. Georgia Nugent**, Senior Fellow. Nugent is president of Illinois Wesleyan University, president emerita of Kenyon College, and former interim president of the College of Wooster. As Senior Fellow, she led CIC’s public information campaign, “Securing America’s Future.” Nugent is a classicist by training and currently serves as a trustee of the University of Richmond, St. Lawrence University, and the American University of Sharjah.

**Richard Ekman**, President. Ekman is a leading advocate for America’s smaller private colleges and universities. A historian by training, he served as secretary and senior program officer of the Andrew W. Mellon Foundation before joining CIC. Previously he served as vice president of the Atlantic Philanthropies, director of the divisions of Education Programs and Research Programs of the National Endowment for the Humanities, and vice president and dean of Hiram College.

**Jo Ellen Parker**, Vice President for Communications. Parker is a former president of Sweet Briar College and of the Carnegie Museums of Pittsburgh. She previously served as president of the Great Lakes Colleges Association and executive director of NITLE, the National Institute of Technology and Liberal Education.

**Philip M. Katz**, Director of Projects. At CIC, Katz has administered projects related to community college transfer, online humanities instruction, diversity and civility, and the future of independent higher education. His previous experience includes positions at the New York Council for the Humanities, American Historical Association, and American Alliance of Museums.