

*An American Recipe for Rural Growth*  
4th Annual Rural Community College Alliance \* Rural Community College Initiative Conference  
September 11-13, 2005      Duluth, Minnesota

Conference Program

Sunday, September 11

9:30 - 11:30 AM	RCCA Board Meeting - Boardroom
12:00 - 5:00 PM	Registration in Lobby
3:00 - 5:00 PM	Tour of Duluth Harbor Area
2:00 - 4:30 PM	Presenter Technical Review – Viking Room
4:30 - 5:00 PM	Session Reactor’s Gather for Information – Viking Room
5:30 - 7:00 PM	Reception – Great Hall Entertainment by the Divas Specialty Foods of Northeastern Minnesota
7:00 - 8:30 PM	Opening Session – Great Hall Presiding: Brantley Briley, Lenoir Community College Greetings: President Joe Sertich, Northeast Minnesota Higher Education District President Anne Weyandt, Anoka Technical College  Comments: Dr. James H. McCormick, Chancellor, Minnesota State Colleges and Universities Trustee Will Antell, Minnesota State Colleges and Universities  Keynote: Dr. Marcia Brand “Leaning Forward Together: Healthy Collaboration” Director, Office of Rural Health Policy US Department of Health and Human Services

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Monday, September 12

8:30 - 9:30 AM                      Breakfast – Great Hall  
Presiding: President George Edwards, Big Sandy Community College, Kentucky  
Keynote: Dr. Anthony Kinkel  
“Leadership in a New Era”  
Chancellor, University of Arkansas Community College - Batesville

9:30 - 10:00 AM                    Exhibitor Showcase & Networking – “The Commons”

10:00 – 11:00 AM                Break-out Sessions A/B/C, please choose one

Session A: Leadership

“What Integrated Post Secondary Education Data Systems Doesn’t Tell Us Now and Never Did”

Plaza Suite

Presenters:

**John R. Wittstruck** has been with the Missouri Department of Higher Education and staff to the Missouri Coordinating Board for Higher Education since 1988. At the Department he has held different positions including Senior Research Associate, Associate Commissioner, and Deputy Commissioner of Higher Education.

**David Hardy** has recently joined the faculty of the University of Alabama at Tuscaloosa as a Temporary Assistant Professor of Higher Education and Associate Director of the Education Policy Center. Prior to this appointment, he has served for the past ten years at Mountain View College in the Dallas County Community College District in a variety of roles including Dean of Planning and Research for Institutional Effectiveness; Interim DCCCD District Director of Workforce Education; Dean of Continuing Education, Contract Training and Evening/Weekend Instructional Services; and, most recently, Interim Executive Dean of Arts and Sciences.

Session B: Extending Access

“A National Study of Rural Community College Finance, 1980 – Present”

And

“The Student Debt Dilemma: Costs, Benefits, and Strategies for Preserving Access”

Viking Room

Presenters:

**Billy Roessler** is Registrar at Tarrant County College District-South Campus. With a BA (’95) and MS (’97) in Mathematics from the University of North Texas, he will graduate this December with his Ph.D. in Higher Education from UNT. His dissertation examines revenue and expenditure patterns of U.S. public community colleges from 1980 to 2001.

**Matt Short** joined the Texas Guaranteed Student Loan Corporation (TG) in summer 2004 as Director, Institutional Enrollment Services. At TG, he coordinates conference presentations, workshops, and on-campus consulting related to strategic enrollment management.

Session C: Economic Development

“Bolstering the Academic Mission of the Rural Community College”

Missabe Room

Presenter:

**Brent Cejda** is an Associate Professor in the Department of Educational Administration at the University of Nebraska—Lincoln. He also serves as the Executive Director of the National Council of Instructional Administrators, the largest affiliated council of the American Association of Community Colleges.

11:00 - 11:30 AM                      Exhibitor Showcase & Networking – “The Commons”

11:30 - 12:30 PM                      Breakout Sessions D/E/F, please choose one

Session D: Economic Development

“An Alternative View of Economic Development for Rural Community Colleges”

Plaza Suite

Presenter:

**Alan Barefield** is the Associate Director of the Southern Rural Development Center (SRDC) and the Leader of the Community Resource Development Department of the Mississippi State University Extension Service. His primary roles are to facilitate economic and community development educational programming efforts with the Extension Service. He also serves as the Southern Region Coordinator for the Rural Community College Initiative for the SRDC.

Session E: Extending Access: Carol Lincoln, MDC, Inc.

“Rural Growth – A Crucial Ingredient: Student Success”

Missabe Room

Presenters:

**Carol Lincoln** has over 30 years experience working on issues of educational access, workforce development, and rural community development. She directed the demonstration phase of the Rural Community College Initiative, and has worked with two-year and four-year institutions internationally. In her current capacity as National Director for “Achieving the Dream: Community Colleges Count”, she provides leadership for a multi-million dollar philanthropic investment involving the work of several intermediary organizations, three funders, and 35 community colleges.

**Donna Stanley** is Vice-President for Institutional Advancement at Mountain Empire Community College, serves as Co-Director of the “Achieving the Dream Initiative”, and previously assumed team leadership responsibility

for Mountain Empire Community College's involvement in the Ford Foundation's Rural Community College Initiative.

**Carolyn Byrd**, Dean of Instructional Support Services, Lumina Project Director, is a community college graduate, holds a B.S. in Public Administration, an M.S. in Educational Media and is certified as a developmental education specialist through the National Center for Developmental Education at Appalachian State University. She coordinates the college's developmental studies program and played a key role in the college's adopting the best practices for developmental education as recommended by the National Center.

**Beth Miller**, Ed.D., Executive Director, UNM-Gallup Campus. Dr. Miller has been with UNM-G since 1986 when she was hired as an instructor in the Business Technology Department. She became the Chair of the department in 1987, the Dean of Instruction in 1996, Interim Executive Director in January 2002, and Executive Director in June of 2003.

Session F: Extending Access and Resource Development

“Public and Private Collaboration: Creating a Technology Environment for Downtown Success”

Viking Room

Presenters:

**Mike Johnson** was appointed Provost of Itasca Community College (ICC) in Grand Rapids Minnesota in 2000. Prior to becoming Provost, Johnson held a number of positions at ICC including instructor/coordinator of the Marketing Management Program and Small Business Development Workshop Series, Director of College Services, Head Baseball Coach, Director of Student Services and Dean of Students. Dr. Johnson is a member of the Iron Range Resources Partner Advisory Committee, the MnSCU Polytechnic Task Force, the Itasca Area Economic Development Council, Itasca Development Corporation Board of Directors, and the Grand Rapids Area Chamber of Commerce.

**Sue Collins** serves as Provost at Vermilion Community College in Ely, Minnesota. The campus, located on the edge of the Superior National Forest and the Boundary Waters Canoe Area, enrolls approximately 900 students annually and specializes in environmentally-related programs. Dr. Collins is in her 24<sup>th</sup> year of serving rural colleges in northeast Minnesota. In Ely, she serves as a member of the Ely Area Development Association Executive Board and as a representative to the Community Development Joint Powers Board.

12:30 - 1:45 PM

Lunch – Great Hall

Presiding: President Don Supalla, Rochester Minnesota, Community and Technical College

Keynote: Dr. Linda Baer

"Trends, Technologies and Tsunamis: Rural America in Transition"

Vice Chancellor, Academic and Student Affairs, Minnesota State Colleges and Universities

2:00 – 3:00 PM

Break-out Sessions G/H/I, please choose one

Session G: Economic Development

“Wet the Line: Catch the Fish”

This presentation will discuss navigating the political waters for special appropriations and highlight economic development via higher education. Millions of dollars each year are congressionally appropriated for special projects; however, you must have the line in the water if you are going to land the "big fish."

Viking Room

Presenters:

**Herbert J. Swender** has been directly involved with community college education since 1983. During his tenure at Allen County Community College, Iola, Kansas (1983-91) he served as an instructor/golf coach, and later Division Chair for Business and Technology division. In the fall of 1992, Dr. Swender accepted the vice-president's position at Independence Community College, Independence, Kansas. Since 1996, Dr. Swender has served Frank Phillips College as Vice President and is in his sixth year as president.

**Mary Jacquart** provides leadership and assistance in the development of federal program requests and strategic initiatives to advance Minnesota State Colleges and Universities at the federal level. Dr. Jacquart works with congressional staff in all Minnesota Congressional offices, higher education organizations in Washington D.C., and federal government offices toward these efforts.

Session H: Extending Access

“Place Based Storytelling: Visualizing and Mapping Your College Community”

Missabe Room

Presenter:

**Christopher Fulcher**, Ph.D., is the Director of RUPRI's Community Information Resource Center (CIRC) which is located at the University of Missouri - Columbia. Dr. Fulcher's research focuses on integrating emerging computer technologies including geographic information technologies, data visualization, and Internet accessibility that help communities, policy makers, and vulnerable populations (i.e., persons with disabilities, rural residents, elderly, and minority populations) make more informed decisions regarding access, equity, and allocation of resources.

Session I: Economic Development

“The Mississippi Entrepreneurial Alliance: Community Colleges as Catalytic Coordinators”

Plaza Suite

Presenter:

**Michael J. “Mike” McGrevey** serves as President of The Montgomery Institute, where he leads regional economic, education, and leadership development initiatives throughout Mississippi and central Alabama. He is co-founder and Director of the Mississippi Entrepreneurial Alliance and previously served as Executive Director, Kemper County Economic Development Authority.

3:00 - 3:30 PM

Exhibitor Showcase & Networking – “The Commons”

3:30 - 5:00 PM

RCCI Report to the Nation - Great Hall

Presiding: Alan Barefield, Associate Director of Southern Rural  
Development Center and Southern Region Coordinator for RCCI

Presenters:

Alan Barefield  
Associate Director  
Southern Rural Development Center

Neal Flora  
Director  
North Central Regional Center for Rural Development

Joe McCann  
President  
Williston State College

Jim Owen  
President  
Piedmont Community College

Sue Collins  
Provost  
Vermilion Community College

Roger Whitlock  
Director of Workforce Development  
East Central Community College

Dick Walsh  
Provost  
South Plains College

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Tuesday, September 13

8:30 - 9:45 AM

Breakfast – Great Hall

Presiding: Joe Sertich, President of the NE Minnesota Higher Education District

Panel Discussion

“An American....and Canadian Recipe for Rural Growth”

Presenters:

**Joseph Sertich** was appointed President of the Northeast Minnesota Higher Education District in November, 1999. The district consists of five comprehensive community and technical colleges in six towns (Grand Rapids, Eveleth, Virginia, Ely, International Falls and Hibbing) across northeast Minnesota. The District’s enrollment is over 4,500 full year equivalent learners, and served by 500 faculty and staff. This position reports to the Minnesota State Colleges & Universities Chancellor and Board of Trustees. Dr. Sertich has been committed to economic growth through community development across the region. He has received the David A. Martin Entrepreneurial Leadership Labo Award which recognizes an individual who has a history of leadership in the economic development network of northeast Minnesota.

**Stephen G. Katsinas** is the new Director of the Education Policy Center at the University of Alabama. His interests include access, finance, lay governance and state coordination, student financial aid, minority access, and rural higher education and economic development. He has personally visited more than 300 institutions of higher education in 35 states, and has worked at Miami-Dade College, Oklahoma State University, the University of Toledo, and the University of North Texas where he served as the Buchholz Chair in Higher Education and Director of the Bill J. Priest Center for Community College Education.

**Kevin Quinlan’s** career has included 10 years experience as a certified tradesperson in the mining, construction, and pulp and paper industries; 18 years as an instructor, vice-principal and principal in Newfoundland and Labrador’s system of colleges and institutes; 2 years as a private consultant in training and human resource development; and 6 years as a Director and Professor of Education at the University of Regina. For the past 4 years he has been the Principal at the Truro Campus, Nova Scotia Community College.

**Cheryl T. Sparks**, has served as the President of Howard College in Big Spring Texas for 14 years. Her professional experience includes 29 years working for the Howard County Junior College District where she has served as Teacher coordinator of Adult Education, Assistant Director of Adult Basic Education and Continuing Education, Director of Adult and Continuing Education, Dean of Students, and Vice-President for Institutional Advancement.

**Terrance E. Suarez** became President of Mountain Empire Community College in Big Stone Gap, Virginia on January 2, 2002. Dr. Suarez holds a doctorate in chemistry from the University of Kansas and a bachelor’s degree from Florida Presbyterian College (now Eckerd College) in St. Petersburg, Florida. He has 32 years of experience in the Virginia Community College System, beginning his career as a chemistry professor.

10:00 – 11:00 AM

Break-out Sessions J/K/L, please choose one

Session J: Leadership

“Grocery Store Politics: Leading the Rural Community College”

Viking Room

Presenter:

**Pamela Eddy** is an assistant professor and doctoral program coordinator at Central Michigan University in Educational Administration and Community Leadership. Her research interests include community college leadership, faculty development, and issues of gender. Pamela has her Ph.D. in Higher, Adult, and Lifelong Education from Michigan State University and her M.S. in resource economics from Cornell University.

Session K: Leadership

“Rural Community Challenges – A Leadership View: The Role of the Community College”

Missabe Room

Presenter:

**Jim Krile**, Ph.D., is the Director of the Blandin Foundation leadership initiatives, which includes the award winning Blandin Community Leadership Program. This program has served over 4,200 community leaders from rural Minnesota since 1985. Jim’s academic background is in sociology with an emphasis on organizational and community development.

Session L: Policy

“Why Broadband, A Role for Higher Education”

Plaza Suite

Presenter:

**Bernadine Joselyn** is Director of the Blandin Foundation’s Public Policy Program. Under her leadership, the Foundation currently is implementing two public policy initiatives: Vital Forests/Vital Communities, and the Blandin Broadband Initiative: Keeping Rural Communities Competitive. Joselyn joined the Foundation in September 2001.

11:00 - 11:30 AM

Exhibitor Showcase & Networking – “The Commons”

11:30 -1:30 PM

Lunch – Great Hall

Presiding: Dr. Bill Scaggs, RCCA Executive Director

George Autry Award

Presented by Steven Zwerling, President and CEO, Project GRAD, USA

Closing Session: “Many Voices, One Word: Rural”

Presenters:

**Charles W. Fluharty** is Founding Director of the Rural Policy Research Institute (RUPRI), the only national policy institute in the U.S. solely dedicated to assessing the rural impacts of public policies. This comprehensive approach to rural policy analysis involves scientists from member institutions at Iowa State University, the University of Missouri, and the University of Nebraska, as well as numerous researchers, policy analysts and policy practitioners from other universities, research institutions, governments, and non-governmental organizations. To date, over 200 scholars representing 16 different disciplines in 80 universities, all U.S. states and twenty other nations have participated in RUPRI projects.

**Bill Scaggs** is President Emeritus of Meridian Community College. Bill retired from MCC in 1998 after enjoying 33 years as CEO. Currently he serves as Executive Director of the Rural Community College Alliance (RCCA) and as Senior Fellow at the MidSouth Partnership for Rural Community Colleges.

**W. Martin Wiseman** is the Director of the John C. Stennis Institute of Government and Professor of Political Science at Mississippi State University. Dr. Wiseman holds a Bachelor's and Master's Degree in Political Science, a Master's Degree in Public Policy and Administration, and a Ph.D. in Rural Development in Sociology, all from Mississippi State University. His major interests are in the areas of state and local government and politics and management innovation in rural governments.

**Malvin A. Williams** is recently retired as Vice President for Academic Affairs and Professor of Mathematics and Statistics at Alcorn State University, Alcorn State, MS. Dr. Williams was appointed Vice President for Academic Affairs in 1976. Prior to his appointment, he was Registrar and Assistant Dean of Academic Affairs at Alcorn State University. He has also held positions in the Greenville Public Schools, International Business Machines, Poughkeepsie, New York and the University of Southwestern Louisiana.

**Joseph Sertich** was appointed President of the Northeast Minnesota Higher Education District in November, 1999. The district consists of five comprehensive community and technical colleges in six towns (Grand Rapids, Eveleth, Virginia, Ely, International Falls and Hibbing) across northeast Minnesota. The District's enrollment is over 4,500 full year equivalent learners, and served by 500 faculty and staff. This position reports to the Minnesota State Colleges & Universities Chancellor and Board of Trustees. Dr. Sertich has been committed to economic growth through community development across the region. He has received the David A. Martin Entrepreneurial Leadership Labo Award which recognizes an individual who has a history of leadership in the economic development network of northeast Minnesota.

## KEYNOTE SPEAKER BIOGRAPHIES

“Leaning Forward Together - Healthy Collaboration”

Sunday Opening Session

Keynote Speaker:

**Marcia Brand**, Ph.D., was named director of the Washington DC Office of Rural Health Policy (ORHP) in the U.S. Department of Health and Human Services' Health Resources and Services Administration (HRSA) on January 4, 2001. HRSA works to fill in the health care gaps for people who live outside the economic and medical mainstream. As Director of ORHP, Brand is responsible for health policy, research, and grant activities that promote better health care services in rural America. These programs include the Rural Outreach Grant Program, which requires partnering among grantees to improve health service delivery, and the Rural Network Development Program, designed to further collaboration among rural health care organizations. The office advises HHS on matters affecting rural hospitals and health care, coordinates related HHS activities, and maintains a national Rural Assistance Center as the department's "single point of entry" for rural health inquiries.

“Leadership in a New Era”

Monday, Breakfast

Keynote Speaker:

**Anthony G. (Tony) Kinkel** was named Chancellor of the University of Arkansas Community College at Batesville (UACCB) in Batesville, Arkansas, on July 1, 2004. The University of Arkansas Community College at Batesville is one of the fastest growing two-year colleges and the fastest growing college in the University of Arkansas System. Dr. Kinkel came to UACCB from the Maryland Associate of Community College (MACC) where he served as Executive Director. Before coming to Maryland, Dr. Kinkel served as a state legislator for 15 years in the Minnesota State Legislature spending his entire career on the Education Committee. Elected to state office at age 24, Kinkel served from 1986-98 in Minnesota's House of Representatives where he chaired the Higher Education Committee and, from 1999-2002, Kinkel served as a state senator.

"Trends, Technologies and Tsunamis: Rural America in Transition"

Monday, Lunch

Keynote Speaker:

**Linda Baer**, Sr. Vice Chancellor for Academic and Students Affairs, Minnesota State Colleges and Universities, earned her B.A. degree in sociology from Washington State University, her M.A. degree in sociology from Colorado State University and her Ph.D. from South Dakota State University. Before joining the Office of the Chancellor staff, Linda was the Senior Vice President for Academic and Student Affairs and also Interim President at Bemidji State University. Dr. Baer provides leadership throughout the State of Minnesota and presents nationally in academic innovations, e-learning and services, bridging higher education with the workplace, assessment and accountability, educational transformation, and the development of alliances and partnerships.

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## 2005 PLANNING COMMITTEE

Dr. Joe Sertich  
President  
Northeast Minnesota Higher Education District

Linda Danielson  
Executive Assistant  
Northeast Minnesota Higher Education District

John Ondov  
Regional Development Director  
Northeast Minnesota Higher Education District and Anoka Technical College

Dr. Bill Scaggs  
Executive Director of the Rural Community College Alliance

Wendy Cole  
Program Director  
MidSouth Partnership for Rural Community Colleges

Dr. Cheryl Sparks  
President  
Howard College, Big Spring Campus

Dr. Cornelia Flora  
Director  
North Central Regional Center for Rural Development Iowa State University