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2009 ANNUAL CONFERENCE WRAP-UP

We had a great turnout at the 2009 Executive Doctorate Annual Conference, held January 15-17, 2009. Many of the Exec Doc alumni returned to the Inn at Penn and enjoyed provocative discussions and presentations on various facets of how higher education can manage the challenges of the global financial crisis, including alternative institutional financing, cutting-edge enrollment management strategies, and by joining the debate on important public policy issues.

The conference began on Thursday evening with a reception at the Inn at Penn, where GSE Dean Andy Porter greeted the alumni. This was followed by a dinner on the top floor of the Biomedical Research Building at Penn. Alumni, faculty, and current students were treated to a panoramic view of the Philadelphia skyline and enjoyed a diverse array of wonderful food and drinks. The Class of 2004 was also honored on the occasion of their five-year reunion!

Friday's conference agenda featured four guest speakers at the Inn at Penn. Kicking off the morning was Jerry Weissman, founder of Power Presentations, Ltd., who gave a highly entertaining presentation on the importance of having—of all things—strong presentation skills. Mr. Weissman was followed by Dr. David Mundel, an independent consultant in higher education who discussed federal and state grant programs and offered advice for improving them. After lunch, conference attendees tuned in for Craig Carnaroli's talk on responding to financial challenges amidst the economic downturn. Mr. Carnaroli's talk was especially pertinent given his role as Executive Vice President at Penn, a position that entails chief financial and administrative oversight for the entire University. Dr. Rob Muller (Exec Doc '04), founder and CEO of Practical Strategy, LLC, rounded out the afternoon on Friday with his talk on increasing productivity in higher education.

On Saturday morning, the City of Brotherly Love welcomed Barack Obama at the start of his whistle-stop train tour from Philadelphia to Washington, D.C. Meanwhile, at the Inn at Penn, conference attendees enjoyed two final guest speakers. Dr. Joni Finney, Practice Professor of Higher Education at Penn, began the day with a discussion of some of the major public policy issues in higher education, drawing heavily from her work on the recently published *Measuring Up 2008*. Later, Dr. David Kalsbeek, Senior Vice President for Enrollment Management at DePaul University, gave a fascinating presentation on the intersection of enrollment management, institutional marketing, and student retention strategies. All in all, it was an invigorating and enlightening weekend!



Craig Carnaroli, Executive Vice President at Penn, takes questions from conference attendees following his talk.

THE STATE OF EXEC DOC



With five months at Penn under my belt, I can now find a few campus landmarks and I have cheered at my first Quaker basketball game – along with several members of Cohort 8. And as I take stock of where Exec Doc is and where it is going, I am relieved to conclude that this is truly an extraordinary program in a remarkable place.

As I told our alumni assembled during the Annual Conference in January, when the Higher Education Division faculty hired me they sent the very clear message that the program is strong – and that it would be my job to find ways to make it stronger. A key motivator is competition: there are now a good number of higher education doctoral programs delivered in an executive format, while there was none when Penn's Exec Doc launched eight years ago.

Therefore, a top priority will be rethinking our marketing plan. Our program has unique strengths that we believe will continue to attract the best students, and we need to be sure that we are successfully delivering that message to our target audience. This will involve a detailed market analysis, new web and print publications, and an enhanced advertising strategy. A second priority will be a systematic look at the Exec Doc curriculum. Two years ago the faculty made some significant changes to the coursework, and it is time to revisit and assess those choices and determine how we are delivering instruction toward specific outcomes. We must also examine how well we are preparing students to write their dissertations.

What are our instructional outcomes? How do we achieve those outcomes? What is our key marketing message? These are the questions that I hope you will help us answer. Later this spring, all of our alumni will be receiving a survey with detailed questions around these topics. You may have answered surveys before, but we are using prior results to ask tough questions this time around. I thank you in advance for responding to this survey, as you are our core stakeholders and I, for one, cannot wait to hear more from you.

-Blake Alan Naughton, Ph.D., Senior Fellow and Director, The Executive Doctorate

Winter Recruitment Report

Blake was very busy on the recruiting front earlier this winter. In just two weeks, from January 22nd to February 5th, he squeezed in visits to five major U.S. cities and spoke with many talented prospective students along the way. His recruiting tour began at his alma mater, Stanford University, on January 22nd. Then he was off to Washington, D.C., on the 27th, followed by Boston (1/29), New York City (2/2), and Atlanta on the 5th of February. Many thanks to our gracious hosts: Andrew Harker ('03) at Stanford; Phoebe Stevenson ('10) at the American Educational Research Association; Carol Bonner ('09) at Simmons College; Dennis Clark ('09) at New York University; and David Hanson ('09) at Emory. Your help was invaluable!

Blake's recruitment plans for next year are similarly ambitious, and he will be on the lookout in the coming months for potential host cities/institutions. If you think Exec Doc would make a splash in your neck of the woods, feel free to contact Laura Foltman, Program Coordinator, at foltman@gse.upenn.edu or 215-746-6401. We look forward to hearing your ideas!



The New York City information session was held at NYU on February 2nd, 2009.

WHAT WE'RE READING

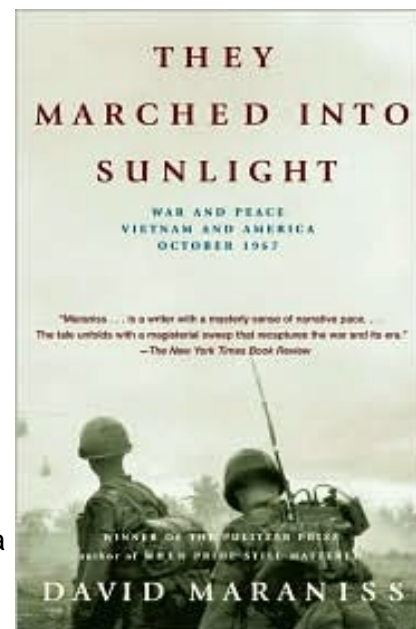
They Marched Into Sunlight: War and Peace, Vietnam and America, October 1967*

by David Maraniss

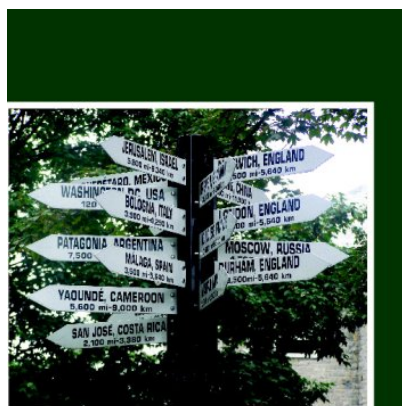
*Assigned reading for Professor John Puckett's module on the history of American higher education

From Publishers Weekly:

Pulitzer Prize winner and bestselling author David Maraniss (*When Pride Still Mattered: A Life of Vince Lombardi*) intertwines two compelling narratives to capture the Vietnam War at home and on the battlefield as well as—if not better than—any book previously written. The first narrative follows the soldiers of the army battalion The Black Lions, 61 of whom died in an ambush by the North Vietnamese on October 17, 1967. The second narrative centers on the October 18, 1967 riot at the University of Wisconsin at Madison, when student protesters tried to stop Dow Chemical, the maker of napalm, from recruiting on campus. Here Maraniss, a Madison native and a freshman at the University at the time, successfully depicts the complicated range of motives that led students to participate in the protest. Many began the day as curious observers, and the riot radicalized them against the war. The author also re-creates the sense of loss, confusion and anger of the University administrators as they were overtaken by events that would ultimately change the fundamental relationships between students and faculty. The two narratives together provide a fierce, vivid diptych of America bisected by a tragic war; a moving remembrance for those who lived through it and an illuminating lesson for a new generation trying to understand what it was all about.



Global Intentions Local Results: How Colleges Can Create International Communities by William P. Kiehl ('07)



Global Intentions Local Results
How Colleges Can Create International Communities

William P. Kiehl

Updating previous reports, two of our esteemed Exec Doc alumni have published books within the last year. Bill Kiehl's book (left) examines the subject of campus internationalization from the perspective of three small college communities. Sue Wasiolek's book (right) serves as an insider's guide for undergraduates, providing advice for students on how to get the most out of the college experience. Pick them up in your local bookstore (or online) today!

GETTING THE BEST OUT OF COLLEGE

A PROFESSOR, A DEAN, AND A STUDENT TELL YOU HOW TO MAXIMIZE YOUR EXPERIENCE

PETER FEAVER
SUE WASIOLEK
ANNE CROSSMAN



Getting the Best Out of College: A Professor, a Dean, and a Student Tell You How to Maximize Your Experience
co-authored by Sue Wasiolek ('08)

EXEC DOC COMMUNITY NEWS

2003

Gary Raisl writes, "Hi everyone. I hope all is well. I am writing to let you know that your window of opportunity for visiting Mary and me in Seattle will soon be closing. In early March we will be moving from one corner of the USA to another! No, not Key West or northern Maine, but to San Diego, where I will become the Executive Vice President and Chief Administrative Officer at the Burnham Institute for Medical Research in La Jolla. I am really looking forward to this opportunity and will be even more so if we can sell our Seattle property and figure out what to do with all of our fleece and raingear." Congratulations, Gary!

Karen Sibley writes to let us know that the Office of Summer and Continuing Studies at Brown was recently renamed the Office of Continuing Education. Karen will continue to serve as Dean of the newly renamed office, which will now report directly to the Provost's Office. She writes, "This means an exciting new opportunity for me since I am now functioning in tandem with the Deans of the Graduate School, Medical School, and College (where I was reporting before this and from the vantage point of which I had limited vision beyond the undergraduate world)."

Lou Marcoccia is now Executive Vice President and Chief Financial Officer at Syracuse University.

2004

Kathe Shinham has stepped down from her role as Vice President for Administration and Finance at Northern Arizona University, and is now serving as Professor of Practice in the

Franke College of Business. She writes, "This is a good move for me, and a real change in lifestyle. I hope to do a lot more hiking and to learn how to relax. It will be strange to have a schedule with flexibility!" Enjoy it, Kathe!

Ellen Frishberg writes to let us know that she is enjoying the world of contract higher education research and "putting all those good Executive Doctorate skills to work." Through a contract with the Brookings Institution (Greater Washington Research Center), she is conducting a feasibility study for a community college in the District of Columbia—the only city of its size without one. She is also doing work for the North Carolina Community College System, studying state policies toward undocumented students who aspire to attend college. Finally, she is working with the Lumina Foundation and Columbia Teachers College on the Achieving the Dream initiative, which is aimed at improving student success in community colleges nationally. Ellen tells us that she "loved celebrating her 5th reunion [at the Annual Conference] with her classmates: Father Mike, Dr. Eduardo, John LaBrie, Rob Muller, Cathy Dove, Greg Vincent, and a cameo appearance from that famous blogger David Paul—not to mention the ever erudite sports scholar, Doug Toma."

2005

Sarah Steinberg has been appointed Senior Associate Dean for Graduate Professional Programs and Technology Integration at the Krieger School of Arts and Sciences at Johns Hopkins University. According to Adam Falk, Dean of the Krieger School, "Sarah's new position is a natural outgrowth of work she has done over the past few years as Associate Dean for Advanced Academic

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SAVE THE DATE: ANNUAL CONFERENCE 2010

Did you miss this year's Annual Conference? Why not join us next year? The dates have been set for January 14-16, 2010. We hope to see you there! Guest speakers and other events TBA.

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Programs, and, before that, as Executive Director of the Engineering Programs for Professionals in the Whiting School. I am delighted that Sarah has agreed to serve in this new role and I am confident that her work will significantly enhance and expand the school's use of technology to improve both teaching and research—as well as to advance the school's mission broadly." Congratulations, Sarah!

2006

Jim Johnsen wrote a chapter for an upcoming Jossey-Bass volume on collective bargaining among faculty in higher education. In addition, as part of his new role in the private sector, he is leading the creation of a partnership between the 12 Alaska Native Corporations (ANCs) and the University of Alaska. Jim writes, "Low-hanging fruit include a web based course on the ANCs (which make up 8 of the top 10 Alaska-based companies), expanded tax credits for contributions to UA, and an executive MBA program."

2007

In September, **Michele Perkins** was inaugurated as President of New England College. Congratulations, Michele!! Attending her inauguration were 14 fellow Exec Doc alumni (see next page for picture), and among the speakers at the event was Dawn Pleas-Bailey ('07).

Later in the fall, Michele participated in a panel discussion sponsored by the New Hampshire chapter of Women in Higher Education Leadership. The panel addressed strategies for shaping individual leadership styles for maximum effectiveness. In addition, Michele was one of 44 college and university presidents attending the President's Symposium of the "Bringing Theory to Practice" program, sponsored by a partnership between the American Association of Colleges and Universities and the Charles Engelhard Foundation. The Symposium, held in Washington, D.C., addressed initiatives that promote student involvement and success.

2008

Paul Marthers has been busy on the publishing front! Last summer, an article he co-authored, "Small Colleges and New Faculty Pay," was published in *Academe: The Bulletin of the American Association of University Professors*. In addition, an adaptation of a paper he wrote while at Penn on community partnerships has been accepted for publication by the *Journal of Higher Education Outreach and Engagement*. Finally, he wrote a review of Joan Marie Johnson's book, *Southern Women at the Seven Sister Colleges: Feminist Values and Social Activism, 1875-1915*, which will appear in an upcoming issue of the *History of Education Quarterly*. Paul writes, "None of this would have been possible had I not been part of the Exec Doc program." Thanks, Paul, and keep up the great work!

Kelly Thompson writes, "I'm working with Barton's President & Capital Development Consulting on launching Barton College's next Capital Campaign. I hope you all are doing well!"

2009

Michael Redding has been appointed as Interim Vice President for University Advancement at the University of Oregon, effective January 1st. According to President Dave Frohnmayer, "Michael's experience will serve him well as he takes on these new responsibilities. He is one of the most senior associate vice presidents in the advancement unit, having served in that position for the past nine years. He has worked extensively with [outgoing VP] Allan Price and other university leaders on a wide variety of critical issues and is also one of the longest-serving members of my senior cabinet." Michael will return to his current position at the end of his 18-month appointment. Congratulations, Michael!

In similar news, **John Caron** has been promoted to Interim Associate Dean of the Office of Continuing Education at Brown. Way to go, John!

Dena Haritos Tsamitis wrote a paper based on her dissertation that has been accepted at two conferences. The first, "Distance Learning Administration 2009," will take place on St. Simons Island, Georgia, from June 21-24. The second is the Association for the Advancement of Computing in Education's World Conference on

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Educational Multimedia, Hypermedia & Telecommunications, to be held in Honolulu, HI, June 22-26. Good luck choosing, Dena!

Sue Head and her husband, Hayden, a faculty member at College of the Ozarks—where Sue serves as Executive Director of the Keeter Center for Character Education—have developed a new course for the liberal arts curriculum. The course, “American Ideals of Character and Civic Engagement,” will debut in the fall semester and examines American ideals of character, the principles and ideals of College of the Ozarks, and governmental structures at the national, state, and local levels. In addition, students will have the opportunity to participate in *Catalyst Groups*, which are community groups devoted to special projects—particularly those related to helping the poor and disenfranchised. The goal of the course is “to reinforce the College’s vision for developing students of Christ-like character who are well educated, hard working, and patriotic.”



Exec Doc alumni attending Michele Perkins' ('07) inauguration at New England College (see previous page) were, from L to R: Lea Johnson ('07), Mary Ellen Caro ('07), Hilton Hallock, Elissa Tenny ('07), Nancy Morrison ('07), Mary Mazzola ('07), Janet Lindner ('07), Michele, Steve Immerman ('08), Jeanne Lord ('08), Charlotte Nunez-Wolff ('07), Ellie Fogarty ('08), Barb Risser ('07), Dawn Pleas-Bailey ('07), and Raj Bellani ('07).

Roger Ward has some exciting news to share! He has accepted a new position as Associate Vice President for Student Affairs at the University of Maryland in Baltimore. As such, he will report to the chief academic officer and will oversee a portfolio including counseling services, international student services, student financial aid, the registrar, student services, academic resources, the campus center, the recreation and athletics center, residence life, the wellness center, and auxiliary services. In a formal announcement to the New School community, where Roger served as Assistant Vice President for Student Affairs, Linda Reimer (Senior VP) wrote, “While I am sorry to see Roger leave The New School, I am thrilled that he is ready to take the next step in his career path, and that such a wonderful opportunity has come his way... Roger has been an invaluable colleague to me and, together, we have been a great team. I will miss his insight, his candor, and his friendship.” Congratulations and good luck in your new position, Roger!

2010

Shelley Milligan writes, “I have a new job at Washington University! We are re-instituting an Office of the Provost and I have moved into a role as Assistant Provost for Institutional Initiatives. I have Eric Kaplan, also a member of Cohort 8, to thank for the title (he helped us brainstorm several options!). My responsibilities include helping coordinate University-wide academic support areas like the Teaching Center, the Writing Center, Student Records, and ROTC, as well as helping the Provost to manage strategic planning, diversity initiatives, internal and external communications, faculty leadership development, and other institutional projects.” Congratulations, Shelley!

Did we miss something? Want to share an update? Send your news to James Kingham, Graduate Assistant, at kinghamj@dolphin.upenn.edu, or Ginger O'Neill, Program Coordinator, at gingero@gse.upenn.edu. We want to hear what you have been doing!