

MEMBER UNIVERSITY PROFESSIONAL INSTITUTE

2010

HBCUs AND BEYOND

CULTIVATING LEADERS FOR THE GLOBAL MARKETPLACE

THE GAYLORD OPRYLAND HOTEL & CONVENTION CENTER
2800 OPRYLAND DRIVE NASHVILLE, TN 37214

CONFERENCE SCHEDULE

AT-A-GLANCE

**TENTATIVE as of 2/22/2010

DATE	TARGET AUDIENCE	TIME	EVENT	SPEAKER(S)	ROOM LOCATION
SUNDAY 7-Mar-10		12:00 PM - 5:30PM	Registration		Tennessee Reg. Desk
		4:00PM - 8:00PM	Exhibition Set-Up		Tennessee Lobby A
		6:00PM - 8:00PM	Opening Reception	Edward Lee, Program Manager, Air force Office of Scientific Research SPONSOR: U.S Air Force	Tennessee AB
MONDAY 8-Mar-10		7:00 AM - 5:00PM	Registration		Tennessee Reg. Desk
		8:00AM - 5:00PM	Sponsors Lounge		Tennessee A
		10:00AM - 5:00PM	Exhibition		Tennessee Lobby A
		8:00AM - 9:30AM	Breakfast	UBS	Tennessee CDE
		9:30AM - 10:10AM	Visit Exhibits / Break		Tennessee Lobby A

DATE	TARGET AUDIENCE	TIME	EVENT	SPEAKER(S)	ROOM LOCATION
MONDAY 8-Mar-10		10:15AM - 11:45AM	MORNING CONCURRENT SESSIONS		
	STEM Students		Student STEM Track: Student Recruitment: Internships and Jobs Awaiting Them	Michael Miller , Associate Director Staffing, AT&T Business Solutions NAVY, CIA	Tennessee B
	Sales Students		Target: Behind the Bullseye	Arian Williams , Campus Recruiter, Target Jason Gordon , Executive Team Leader, Assets Management, Target	Hermitage A
	Student Ambassadors		TMCF: Who Are We?	Dr. Eve Hall , Senior Vice President Program Innovation, Policy & Research, Thurgood Marshall College Fund	Hermitage B
	Colleges of Education		Factors Leading to Academic Success of African-American Pre-Service Teachers at an HBCU: Perspectives	Dr. Carol-Ann George , Director Student Teaching, Lincoln University College of Education	Hermitage E
	Presidents, CFOs		Corporate Social Responsibility: How the Recent Economic Turmoil has Changed Companies Perspectives on Giving	Fred Makonnen , HBCU Urban Markets/National Director, ING	Belmont A
	CTOs, Deans, Faculty, Academic Affairs		Digital Textbooks: Moving the Academy in the Future		Belmont B
	PR, Admissions, Academic Affairs, Institutional Advancement		Highlighting Signature Programs: Creating Your University's Niche	Alan Hermesch , Alan Hermesch Public Relations, LLC	Belmont C
	Alumni Affairs, Alumni Associations		Using Public Relations Strategies to Keep Alumni Informed	Sheleah Hughes , Director of Public Relations, Prairie View A&M University Courtney Z. McCall , Director of Communications, Marketing & Alumni Affairs, Harris-Stowe State University	Cheekwood B

DATE	TARGET AUDIENCE	TIME	EVENT	SPEAKER(S)	ROOM LOCATION
MONDAY 8-Mar-10	Facilities Management	10:15AM - 11:45AM	Green HBCUs: Claiming Your Stake in the Emerging Green Economy through Sustainability, Research, and Workforce Development	Department of Energy	Cheekwood C
	CTOs		HBCU Connect: Cloud or Network Environment for TMCF Colleges and Universities to Communicate	Kevin Carman , Education Segment Marketing, AT&T Business Systems Linda Uhrenhold , Industry Solutions Practice Manager, AT&T Business Systems Doug Clark , Mobility Applications Consultant, AT&T Business Systems Kevin Butler , Education Solutions, AT&T Dr. Al Valbuena , Chief Information Officer & Vice President of Information Technology, Bowie State University.	Cheekwood F
	Career Services, Student Affairs		Business/College Partnerships: Building and Sustaining Productive Partnerships in Turbulent Times		Cheekwood G
	Institutional Advancement, Alumni Affairs		The Art of Grant Writing Workshop	Dr. Marybeth Gasman , Associate Professor, Higher Education, University of Pennsylvania	Cheekwood H
			Interview Room		Magnolia Boardroom B
	Gates Redesign Network		Leading for Equity: 2010 and Beyond	Chin Martin , Bay Area Coalition of Equitable Schools (BayCES)	

DATE	TARGET AUDIENCE	TIME	EVENT	SPEAKER(S)	ROOM LOCATION
MONDAY 8-Mar-10	Case Study Group	10:15AM - 11:45AM	Case Study Competition Presentations	Mark Monteverdi , Senior Vice President & Chief Development & Marketing Officer, Thurgood Marshall College Fund Pamela Osborne , Senior Manager, ABS Diversity, AT&T Business Solutions Anitra Terrell , Internship Manager, Thurgood Marshall College Fund	
	Presidents		President's Summit	Dr. N. Joyce Payne , Acting CEO/President, Thurgood Marshall College Fund	
		12:00PM – 1:30PM	Lunch	AT&T	Tennessee CDE
		1:30PM – 2:10PM	Visit Exhibits / Break		Tennessee Lobby A
		2:15PM – 4:00PM	AFTERNOON CONCURRENT SESSIONS		
	STEM Students		Fulfill Your Professional Dreams with Exciting Career Opportunities You Did Not Expect	U.S. Navy	Tennessee B
	Sales Students		AT&T Branding /Informational Session	Lee Diaz , Emerging Communications, AT&T Business Solutions Michael Miller , Associate Director – Staffing, AT&T Business Solutions Andrea Hazard , Premier Sales Center Director, AT&T Business Solutions	Hermitage A

DATE	TARGET AUDIENCE	TIME	EVENT	SPEAKER(S)	ROOM LOCATION
MONDAY 8-Mar-10		2:15PM – 4:00PM			
	Student Ambassadors		The Power of the Brand: Professional and Personal	TBD	Hermitage B
	Colleges of Education		Praxis Support for Student Success	Dr. Cynthia Jackson-Hammond , Dean, School of Education and Human Performance, Winston-Salem State University Ms. Shirley Farrar , Director, Teacher Education Advisement and Partnership (TEAP) Center	Hermitage E
	Academic Affairs, Financial Aid, Provost		Accreditation: How to Have Everything in Place Before the Deadline Approaches and the Visit is Upon You	Curressia Brown , Interim Chair/Associate Professor of Business, Mississippi Valley State University	Belmont A
	Sponsored Research		Federal Funding for the Campus and the Curriculum: Current Perspectives from the Grant-Making Agencies	Army Research Medical Lab, Department of Army, U.S. Department of Agriculture, Homeland Security, American Chemical Society	Belmont B
	Gates Redesign Network		Leading for Equity: 2010 and Beyond	Chin Martin , Bay Area Coalition of Equitable Schools (BayCES)	Ryman Studios R
	CTOs, Student Affairs, Facilities Management		Emergency Response System: What Campuses Face During an Actual Threat and Loop Holes During Threats	Dr. Linda Mehlinger , Assistant Vice President of Planning and Information Technology, Morgan State University	Belmont C
	Career Services, TMCF Coordinators		Getting Your Students Ready to be Clearance Compliant Tomorrow	Linda Uhrenholt , Industry Solutions Practice Manager, AT&T Business Solutions	Cheekwood A

DATE	TARGET AUDIENCE	TIME	EVENT	SPEAKER(S)	ROOM LOCATION
MONDAY 8-Mar-10	Alumni Affairs, Alumni Associations, Institutional Advancement	2:15PM – 4:00PM	Holding onto <i>School Daze</i> : Cultivating Alumni	Hardy Dorsey , President, TMCF National Alumni Council Nelson Bowman , Director of Development, Prairie View A&M University. Marybeth Gasman , Associate Professor, Higher Education, University of Pennsylvania	Cheekwood B
	Financial Aid, Scholarship Coordinator		Leveraging Financial Aid to Optimize Enrollment	Antonio Boyle , Assistant Vice President for Enrollment Management, South Carolina State University	Cheekwood C
	Student Affairs, PR		Healthy Campus Living	Health Resource Service Administration	Cheekwood G
	Institutional Advancement, Facilities Management, CFOs		Building Green at Public HBCUs	Felicia Davis , Director of Facilities and Infrastructure Enhancement, UNCF	Magnolia Boardroom B
	Student Affairs		Survival 2010: Positive Strategies to Deal with Student Services Challenges in these Unprecedented Times		Cheekwood H
	All Students	4:00PM – 5:30PM	Educating Future Alumni on the Importance of Philanthropy	Hardy Dorsey , President, TMCF National Alumni Council Nelson Bowman , Director of Development, Prairie View A&M University. Dr. Marybeth Gasman , Associate Professor, Higher Education, University of Pennsylvania	TBD
		5:30PM – 7:00PM	BUS PICK UP FOR RECEPTION (rotating for one hour and a half)		Hotel Motor Lobby

DATE	TARGET AUDIENCE	TIME	EVENT	SPEAKER(S)	ROOM LOCATION
MONDAY 8-Mar-10		6:00PM – 8:30PM	Community Leadership Awards Reception		Tennessee State University Farrell-Westbrooke Agricultural, Research and Extension Complex
			Students Enjoy Nashville		
TUESDAY 9-Mar-10		7:00 AM – 5:00PM	Registration		Tennessee Reg. Desk
		8:00AM – 5:00PM	Sponsors Lounge		Tennessee A
		10:00AM – 4:00PM	Exhibition		Tennessee Lobby A
		8:00AM – 9:30AM	Breakfast	Department of the Army	Tennessee CDE
			Personal and Professional Pros and Cons of Social Networking		
		9:30AM – 10:10AM	Visit Exhibits / Break		Tennessee Lobby A
		10:15AM – 11:45AM	MORNING CONCURRENT SESSIONS		
	STEM Students		Being Ready Today to be Clearance Compliant Tomorrow	AT&T, CIA, NAVY	Tennessee B
	Sales Students		MillerCoors Branding/Informational Sessions	MillerCoors	Hermitage A
	Student Ambassadors		Evaluating Social Network: Operating in the Digital Arena	Brooke C. Hall , Marketing Manager, Thurgood	Hermitage B

DATE	TARGET AUDIENCE	TIME	EVENT	SPEAKER(S)	ROOM LOCATION
TUESDAY 9-Mar-10	Colleges of Education	10:15AM –11:45AM	Call Me Mister: Increasing the Male Teacher Pipeline	Mr. Howard Jean , Director, Call Me Mister Program, Cheyney University College of Education	Hermitage E
	Institutional Research		TMCF Demographic Report: 20 Year Trend	Olivia Blackmon , Consultant, Thurgood Marshall College Fund	Belmont A
	Financial Aid, Scholarship Coordinators		The U.S. Department of Education is Increasing Direct Lending Efforts, Are You Ready?		Belmont B
	Presidents, Provosts, Academic Affairs, Sponsored Research		U.S. Department of the Army and TMCF: Strengthening the TMCF Network of Colleges and Universities through Targeted Funding and Contracts to Support Programs, Enhance Research and Increase Diversity in STEM Fields	iAmSolutions, Boeing, Northrop Grumman, Lockheed Martin, Bush Enterprise, Booz Allen Hamilton, Office of Naval Research	
	CTOs		IT Service Management – Doing More with a lot Less: Are You Delivering “the Right” IT Services?	Dr. Dennis Gendron , Vice President, Communication and Information Technologies, Tennessee State University. Boyd Stephens , Founder, Netelysis Kevin Butler , Application Solutions, AT&T Business Solutions	Cheekwood A
	Sponsored Research		TMCF –HBCU Research Consortium: Building a Partnership to Promote Research	Gillian Jaeger , Principal, Capitol Consulting Group LLC	Cheekwood B
	Student Affairs, TMCF Coordinators		Keys to Successful Student Affairs: What Campus Activities Actually Engage Students		Cheekwood C
	Institutional Advancement, Alumni Affairs		Managing a Successful Annual Campaign	Michael Hill , Vice President for Development & External Relations, Lincoln University of Pennsylvania	Cheekwood F

DATE	TARGET AUDIENCE	TIME	EVENT	SPEAKER(S)	ROOM LOCATION
TUESDAY 9-Mar-10	Financial Aid, Scholarship Coordinators, TCMF Coordinators	10:15AM –11:45AM	TCMF Scholarships, Recruitment Practices, and Student Ambassador Program	Rebecca Bennett , Vice President & Chief Program Officer, Thurgood Marshall College Fund Sophia Rogers , Scholarship Manager, Thurgood Marshall College Fund Anitra Terrell , Internship Manager, Thurgood Marshall College Fund	Cheekwood G
	Career Services		How to Assist Students to Survive and Maneuver in this Economy to Land a Dream Job		Cheekwood H
			Interview Room		Magnolia Boardroom B
	Academic Affairs		Connection Beyond the Classroom: HBCUs Accessing Army Research Scientists to Strengthen the Math & Science Teacher Pipeline	Col. Nancy L. Vause, Ph.D Army Medical Research Lab	
		12:00PM - 1:30PM	Lunch	Department of Defense	Tennessee CDE
		1:30PM - 2:10PM	Visit Exhibits / Break		Tennessee Lobby A
		2:15PM - 4:00PM	AFTERNOON CONCURRENT SESSIONS		
	STEM Student		Marketing Your Knowledge, Skills, and Abilities (KSA) to Launch Exciting Careers with Government and Military Organizations	Paul Lucas , AFOSR Ruth E. Harris , Public Health Analyst, Center for Disease Control U.S. Air Force, CDC, CIA, U.S. Navy, HRSA	Tennessee B

DATE	TARGET AUDIENCE	TIME	EVENT	SPEAKER(S)	ROOM LOCATION
TUESDAY 9-Mar-10	Sales Students	2:15PM - 4:00PM	Eli Lilly Branding/Informational Session	Eli Lilly	Hermitage A
	Student Ambassadors		The Untold Stories of the Real World: What They Don't Teach You in Class	Roderick White , Strategic Account Manager SCG, AT&T TBD	Hermitage B
	Colleges of Education		Hosting a Teacher Quality and Retention Institute	Dr. Calvin Johnson, Dean , College of Education, University of Arkansas at Pine Bluff	Hermitage E
	Gates Redesign Network		Leading for Equity: 2010 and Beyond	Chin Martin , Bay Area Coalition of Equitable Schools (BayCES)	Ryman Studios PQ
					Belmont A
	Deans, Academic Affairs		How to Increase Graduation Rates on Urban Campuses?	Dr. Gerunda Hughes , Howard University	Belmont C
	Institutional Advancement, PR/Marketing				Cheekwood A
	Admissions		Strategic Enrollment Management: Building and Using Data in Decision Making	Antonio Boyle , Assistant Vice President for Enrollment Management, South Carolina State University	Cheekwood B
	CTOs		Funding Your Emergency Management Plans	Homeland Security	Cheekwood C
	Presidents, Provosts				Cheekwood F
	CFO				Cheekwood G
	Admissions, Career Services		Student Recruitment in an Online World: Creating a Recruitment Communications Plan in a World Without Paper	CollegeWeekLive Courtney Z. McCall , Director of Communications, Marketing & Alumni Affairs, Harris-Stowe State University	Cheekwood H
			Interview Room		Magnolia Boardroom B
		6:00PM - 9:00PM	Closing Awards Reception	CIA	Tennessee DE
		9:00PM - Until	Enjoy Nashville		

DATE	TARGET AUDIENCE	TIME	EVENT	SPEAKER(S)	ROOM LOCATION
WEDNESDAY					
10-Mar-10		8:00AM - 10:30AM	Continental Breakfast		Belle Meade CD
		8:00AM - 12:00PM	Check Out & Departure		Hotel Front Desk
		8:00 AM - 5:00 PM	Sloan		Cheekwood A
			Special Meeting		Cheekwood B
			Special Meeting		Cheekwood C