



FALL TRUSTEE INSTITUTE

Friday, November 9, 2018

8:30 AM - 3:00 PM

Henry Center for Executive Development
 Michigan State University
 3535 Forest Road
 Lansing, MI 48910

8:30 AM	REGISTRATION AND CONTINENTAL BREAKFAST
9:00 AM	<p>WELCOME AND SETTING THE CONTEXT</p> <p><i>The Role of Boards in Crisis: Learning from the Michigan State University Experience</i></p> <p>Mike Hansen, President, Michigan Community College Association</p>
9:30 AM	<p>FIRST THINGS FIRST: WHAT MAKES A SOLID GOVERNANCE TEAM?</p> <p>How individual trustees can effectively engage and deliver positive outcomes for the board, college, and the community at large. Discussion topics will include policy setting vs. management of the college; ethical conduct; trustee decision-making process; providing strategic and visionary leadership; supporting the President; contributing to a positive image of the college and its leadership; and trustee learning.</p> <p>Daniel Phelan, President, Jackson College</p>
10:30 AM	Break
10:45 AM	<p>TRENDS IN LEGAL ISSUES</p> <p>Washington, DC lawyer and ACCT General Counsel Ira Shepard will discuss and survey the latest trends in legal issues facing Community Colleges and Governing Boards.</p> <p>Ira M. Shepard, General Counsel, Association of Community College Trustees (ACCT), Of Counsel, Saul Ewing, LLP</p>
11:45 PM	Lunch

12:45 PM	<p style="text-align: center;">THE ROLE OF BOARDS IN COMMUNICATIONS: BEFORE, DURING, AND AFTER CRISIS</p> <p>The Larry Nassar scandal and its aftermath are a case study in an institution operating in crisis. What are the core principles of crisis communications? What are the dos, don'ts and musts of developing a messaging, working with the media and serving your institution in challenging times. Matt Resch, president of Resch Strategies, a Lansing-based public relations and public affairs firm, walks through Michigan State University's PR crisis that engulfed the school in the wake of the Larry Nassar scandal.</p> <p>Matt Resch, President, Resch Strategies</p>
1:45 PM	<p style="text-align: center;">Break</p>
2:00 PM	<p style="text-align: center;">PLANNING AND PREPARATION FOR CRISIS: ONE COLLEGE'S PERSPECTIVE</p> <p>Conflicts and crises are commonplace on higher education campuses. Boards of Trustees can support their presidents by clearly understanding the distinct roles in crisis situations, supporting the president, ensuring board policies are in place and followed, and protecting the college from undue outside pressures. Lansing Community College Board Chair Andrew P. Abood and President Brent Knight will share their insights and LCC's approach for effectively preparing to prevent and respond to crisis.</p> <p>Andrew P. Abood, Board Chair, and Brent Knight, President, Lansing Community College</p>
3:00 PM	<p style="text-align: center;">CLOSING REMARKS</p> <p style="text-align: center;">Mike Hansen, President, Michigan Community College Association</p>