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EDUCAUSE

EDUCAUSE Board Nominations Webinar and Q&A Session

Tuesday, January 14, 2020

1:00PM – 2:00PM Eastern

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>>> To see yourself as a board member in the future and to actively encourage other excellent people to consider being on the board. As well. So, the forward, I am smiling, because, after a couple of decades of working in higher education and always working, I just, nothing could have prepared me for the forward. It is an active, engaged, but teaches board with a tremendous amount of experience and insight. It is a fantastic board. At one meeting I told her that the number of collective years of wisdom and it is in the hundreds and then I told John to never do that again. So I will not say but it is a big number because it is really a knowledgeable board. And, this board is really unique. Everyone has this on board of being strategic and to avoid going into the weeds. This is tremendously strategic. For the most part. It is really important strategic perspectives and strategic review and all the while, it is also a board that has an unrelenting get it done priority as well. So it is really a fantastically functional mix of strategic elimination and really it is a driving lens. We got to get things done because we all care about this community and we want to contribute to it in for me as the CEO, I could not be like you're in that respect we want to acknowledge that which has been true every year in five years that I have been working with this board. And I also want to say that it is true that we have board members whom have certain institutional affiliations and, maybe from liberal arts college or anything any of the other community institutional affiliations have. But this board, more than any other I have ever worked with sees itself as the voice of the members. Not advocating for their institutional type it. I literally see not never see that in five years. So, the board members clearly speak for the two-year colleges and you see that sort of a dynamic. So, it is another reason why this is a board that I think people should really jump at the chance to be involved in. And I also want to say that this is a board that really has been a powerful force for certain themes. This is a board the really took the lead as I did a strategic plan which is on a later side-slide to make sure that we have inclusion. In that planning. And you see that focus. There is a lot in these pictures. A great-looking group of people on the right you see the mix. You see the community changing and part of the reasons driving the webinar is to make sure we are agile and nimble and constantly trying to seek out board members whom will represent this really important mix. The average professional is 52. So also if you look at the bottom right, you see this young professionals advisory Council meeting which we had at the last annual conference which is another really important voice that the team wants to make sure that we listen to. This is a time to think about the board and leadership in the development and how deeply important that is and the board as one really important expression of leadership in our community. So let me probably introduce our friends, these are three board members or former board member spice president at the University, Tracye is a board member from 2013-2017 and served as vice chair and as chair. And she is currently the chair of the nomination committee and a wonderful reminder that once you are on the board it is not mean the commitment stops because she continues like all of the former

members. In the chancellor from Texas Tech system so another important voice on our board from systems whom is a member of the nomination leadership community and was a board member and officer and secretary of treasurer and, of those three, the current member of the board is Keith McIntosh from the University of Richmond whom is a current board member and also a treasurer. So with that I will step out of the way and let these folks continue the conversation.

>> Good afternoon, everyone, for the next couple of slides I will talk about what it is like to be with the board and what they do and what we work on and what it is like to be a board member first let me talk about the role of first and foremost. At the high level, the Board of Directors sets direction and helps the direction and has emerging issues, we do this collaboratively and we advanced EDUCAUSE and higher IT. We focus on assuring that our association is responsive to our community. Our primary responsibility is that we oversee EDUCAUSE strategy and I will talk more on that in a moment. We also higher a CEO whom you heard from and evaluate their accomplishments along with others in the Association annually. Lastly, we all represent the membership and when we are on the board our focus in primary role is not that of our institution or institutions that we are like or liberal arts or research institutions but support EDUCAUSE and be effective and transparent to the Association. The board has been focused on execution of priorities. And, the current party has been 2017 and as John mentioned I joined the board in 2017 and they unanimously approved the strategic goals in the board meeting and we have three high level strategic priorities including goals I think we have one dozen goals in priority in their personalized experience, reimagine personalized professional learning and expand memberships, examples of relationships which we have been cultivating our with the partners in college in University Internet two, the National Center for women and information technology in the American Association of State colleges and universities. Additionally, we have approved annual organizational goals which are developed by the leadership team including -- with input from the staff and in 2020, we will begin having conversations about the next iteration of the plan following this one. The board is primarily focused on stewardship. I am sorry I am trying to advance at that slide and when we think about this, a couple of things, we think about physical oversight and accountability of the other is risk management in the other is competitive landscape and we will talk about those areas. As most boards our primary responsibility of accountability, we went to make sure that the association has the adequate resources to fill its mission not only today but in the future and we do this most often by assisting development of the budget and ensuring that proper patrols are in place and we think about risk management we want to make sure we identify those risks which we may be as susceptible to before they are liability and the potential for the current as well as potential severity of those risks. Once we do that we determine a suitable level of risk we tolerate and then we take steps to mitigate those for us. As you know working in higher education and IT there is a tremendous amount of changes in both areas in so we must continually know and understand what is happening around our community and to do that it actually helps ensure we remain a very respected resource not only for the members but throughout the higher education community. So I want to take a little bit of time and walk you through what it looks like for one year and a term of a EDUCAUSE board

member. First, let's talk about regular meetings. Online and face-to-face. We have four meetings per year held in spring summer fall and winter. There are typically three face-to-face meetings a full day meeting in the fall and at the annual conference. And then in the spring and one is in the spring and EDUCAUSE in Washington DC that is a day and then in the summer a day and I have in Louisville. Then we close off with a virtual meeting in the winter for virtual 90 minutes you require prep time depending on the content and what we are discussing. I could say on average I would say typically 2-4 hours of investment in preparation for meeting but for me it takes 6-8 hours because I just want to make sure I am fully aware of what is going on. They do a good job of providing the board materials and appropriate amount of time so that we could get prepared for very productive meeting. It is important to know that the work we do is through committees and we have a few committees by finance investment committee, newly formed governance committee and executive committee and I will talk about a few of those later on. In addition to this, we are constantly having communications with each other probably on a daily or weekly basis through distribution. During this time, we talk about things we want to share information and make decisions and we approve these minutes through our portal. We are required to attend our annual conference as I mentioned earlier, we have a meeting in the fall which proceeds the conference and we are also strongly encouraged to attend other conferences like the EDUCAUSE conferences and summits. Board members are encouraged to also attend the online business meeting which is held in mid-December. We also, the work is never done and we are constantly looking for opportunities to raise the profile of EDUCAUSE and a couple ways we do that is through writing articles about important topics happening in and around us or things that are part of our strategic party and then we present conferences like today's events. Many of us have actually served on task forces. We participate in those along with others I participated on the inclusion task force in 2017. Officers service, when I think about this, to me when I think about this board does level of service is being on the board but an additional investment further of service would be serving on the elected officers and we have four positions we have the chair which is Michelle the vice chair which is Suu in the treasury, myself and a secretary which is Joe Morel. They are elected leader during the fall meeting, prior to the annual meeting conference. And they cannot serve consecutive terms. As I mentioned the committee consists of all of us meeting monthly or bimonthly. It is led by the cochair and CEO in our primary conversation is focusing on planning preparation and strategy and other concerns getting ready for those meetings as well. And last, I think representing EDUCAUSE ultimately we are all ambassadors. So it is our responsibility to act in the best interest as a whole and help establish the relationships with consistencies and represents the Association by making presentations or conducting other forms of outreach. So next I will turn it over to Tracy to discuss the nomination and election process.

>> Thank you. Before I jump into this, I want to comment that, he did an amazing job of laying out all of the things that the board members do. But do not be overwhelmed. It is very doable. And actually, when you consider some of the things that he described a particular conference in events attendance and authoring and presenting. It is many things that folks are deeply engaged in EDUCAUSE are doing already. It is a matter of building upon that engagement to represent

and make it about more than your institution and your own career path and teams career path. Before it to be about EDUCAUSE at Self in that is something of a shift is to make which is a bit of a challenge but it is also very gratifying. So, do not be daunted and in terms of how does this process work? How do we select folks for this edger because board or how does the board become populated? The nomination and leadership development committee. Frankly that is a new change to the name of the committee is used to just be the nominating committee. We are trying to explicitly broaden our scope to broaden the pipeline of leaders coming in to considering board service as well as other roles in edger because in the interest of diversity and the overall veracity of the EDUCAUSE community. It is wonderfully active committee and we want to be sure that it continues going forward. So, we have broadened the charges and at the end of the day we go through a deliberate process around looking at candidates for board service. So first off, individuals may self-nominate or be nominated. Often times I think that people think that there is a disadvantage in self nomination. This is not the case. When we review materials, it really doesn't matter whether or not the person was nominated by someone else or nominated themselves. It comes down to the material that is provided. So, don't be deterred by any notion of stigma around self-nomination. There really is none. We review all of the nominees. There are none that excluded. We look at the committee as a whole looks at the mall. We score across the key areas of experience which are needed, and we will talk about those in a minute. And we develop a shorter list. From whom we request additional information like an updated CV and what they would say on a valid statement and references. Then we put forward a finalist list to the board and the board has a discussion of those candidates the chair of the nominating committee has presented the finalist to the board and has discussions about who the candidates are et cetera. And, then the board ultimately selects the slate to sit for elections. So this unfolds over the timeframe that you have before you. So we are here that would be at the far left in January and we are seeking nominations and we will go through that initial evaluation of nominees in the March timeframe. Then we will go down to the short list in May and provide our recommendations or our finalist candidates to the board in June. Then the election unfolds, new board members are announced, and the October board meeting occurs. And rents. But what the timeline does not show is activities of the committee which are oriented towards building our cohort of respected leaders in the consent to events like this one as well as individual outreach to folks encouraging them to engage and we are looking at other ways of trying to be available to the community and provide information to the community about engaging in leadership roles. So, we hope to continue to expand these efforts going forward. So what are we looking for when we evaluate candidates? These are the six areas in the nomination forms. So, they are very transparently conveyed. And, they consist of contributions and the higher IT and they could be quite broad with those contributions. Some of the nominees have served on other boards and may even be a board in their town or a board on professional association. Any number of things. In strategic planning experience. Many of us in leadership roles have been through strategic planning in one context or another and could describe that strategic leadership that is influential and meaningful, that experience could be large projects. Lots of ways for people to develop that track record in their careers that they could then convey in their materials. Operational leadership. Pardon me, so these are both valued by the committee. And the operations in a sense

that is broad-based and far-reaching when I talk strictly of IT operations. Financial experience, that is kind of a special cherry on the topic for those who have CFO type of a background or could help us particularly help the board with the fiduciary oversight aspect particular experience in that area is something that we look for particularly if we have that need on the board at that time. And lastly contribution to education is activities. So, pardon me. We have extraordinary people in our higher Ed community. Some of whom have contributed to edge of cause and some whom have not yet. And part of being a member of the board is as he described it as being an ambassador for edger cause and writing and presenting in representing an active membership. So having contributed to edger cause activities is really quite important for candidacy for the board. So what is a successful candidate looking like? NO. 1 is here they should not be discouraged because use self-nominate or are nominated multiple times, that is common. This is a substantive and competitive pool. And we have extraordinary people in the pool, but they are also very diverse pool and multiple reasons why somebody may be put forward based upon the makeup of the board in the type of diversity. We look for many types of diversity including institution type in a as well as the backgrounds of the person so as situations change over time, the need for the profile of a particular person may change. So, it should not be discouraging to be in the pool for several years. Or even at different times throughout the progression of a career. Visible contributions to the profession, becoming well known in the edger cause community particularly for being an elected member. And that those in order to edger cause, you should know that there are both elected and at large positions on the board we are focusing today principally on the elected positions however, there are at large positions which pull in specialized for skill sets or profiles of folks whom could help the board at a particular time in time order generally speaking. And sometimes those at large numbers come from the pool of nominees and sometimes they come from other places. But, there are other pathways to board service. So, being well known in the community is very helpful for being elected. And it is something that comes from being active. Having a strategic perspective on how to best serve the profession comes across in one submitted material. And it is important to get some thought to that. When submitting. An impactful leadership role and sometimes these qualifications like financial experts. Or sometimes the expertise of this area so as security becomes an increasing area of focus or architecture sometimes folks with a specialization in that area may be a valuable reason to look at them. And I know that we have some things to add to these comments and some further information for you about pathways and volunteer opportunities. So with that I will pass it over to K.

>> Thank you. As you have heard this is definitely a working board and so, all of this experiences that she is going over or the involvement in education is very well needed and, we do review that in the nomination process. I was one that was in the nomination process multiple times I believe it was three times and she mentioned that is fairly normal process because there are many qualified candidates. But it is good to begin building your expertise, your experience in EDUCAUSE and for any kind of future board work or nomination. So, some of the pathways that we have taken are very different. This is a slide which shows our professional pathways and first of all I do not want you to be overwhelmed by the number of years which we shall read here. I started early and my career. Actually, earlier than 98 in another organization but my first

was in 98 so that has been a number of years. So, hence there has been a number of presentations in the lot of work in the committees and, a lot of attendance in various organizations in various advancements which are held. This may not be a stand-alone presentation. It could be of assistance on a panel or other types of presentations which are given that our group related. And so there are many types of involvement through that it could be another session as well. So you see through my pathway, that I determined early on that I wanted to be involved in a professional organization and I would jump in and do whatever I could. In my career and the network gained through that is so detrimental and to this day my network is because of all of the involvement. Tracye and Mack have different career paths through EDUCAUSE so I will let them speak of that in a second.

>> I will jump in there and then you rounded out. So, I will note that the numbers which you see right here in my pathway, some of these occur from after I joined the board because that brought some more opportunities for publishing, especially for me. I was actually at large appointment to the board. That came due to the profile that the board was seeking at the time. And just to make the point that I think there is a question in the chat about is a good to get on the radar even if maybe you are not sure that you would be ready to run for election in the current year? Yes, get on the radar because, first of all, in the committee, we are looking and some cases to give.

>> To folks whom have been nominated or self-nominated to suggest areas that they may want to explore to strengthen their candidacy and we could give you that.

>> If we know that you are interested. As well as it puts you on the map for potential at large appointment. You never know there could be something about your profile and expertise that is a particular need of the board at some point in time. So, it is useful to go ahead and get into the mix and build your connections.

>> Yes, so for me I enter higher education after serving 24 and a half years in the Air Force. And when I started working at higher education I knew about bleeding and management and IT but I didn't really understand higher education I was very fortunate my first institution to have a good boss to Kurt Kelly and I asked him what was the best way for me to really just throw myself in there and really cultivate my learning of higher education and he mentioned EDUCAUSE and pointed me in the right direction after attending the conference I started reviewing proposals in 2009 I did that five or six years and then, along the way I started really working and networking with people, those that know me know I am very introverted. I am joking. I am very extroverted, and I like to meet people and so through meeting people and showing interest in getting involved, I got invited to present with other folks and then on my own and writing articles. For the dust being on committees. Each one of these were labors of love and showing a commitment to an association that gives so much to each and every one of us. But I found myself here at the culmination of the capstone of all the work that is being done. But one thing I want to stress looking at all three of us who were here, I could tell you these stories a colleague I know who has been on the board currently. We all started somewhere, one step at a time and get in where

you feel comfortable. Look for opportunities and before you know it, you look behind me in the rearview mirror and you have a track record of all of the things you have been participating in which just helps you to develop as a individual and prepares you for serving on the board in your future.

>> All right. Thank you. So how do you get involved and where do you begin on your pathway. EDUCAUSE has many volunteer opportunities and, I'm going to go through these and just explain what some of these are is to help you in your involvement in EDUCAUSE so right here in the community group, the community groups are online communities where professionals learn and share and network with each other at the Browns to more topics and interest and interact throughout the year and currently, there are 60 community groups which exist and so, some examples of what those are you may have heard of some of these there is professional development and that there is a community group and access management and data group and so, those are just examples, you could look at the website for the community groups and see how you may want to be involved in those. Next is the advisory committee and the advisory committees advise and guide strategies in various arenas within the Association. Typically, a staff member with specific expertise in the area of the involvement works directly with the members in shaping the goals of the committee. Advisory committees are different they are composed of 6-12 members and they serve a term of three years. In the examples of an advisory committee are the ones that we are on that we talk about the nominations committee and there is a policy advisory committee and he mentioned TE I committee and academic and -- engagement. There are many others these are examples you may have heard of some others once again. For information is on the website and how those committees work. Also what is the EDUCAUSE committee and, these work as advisory committees but the larger EDUCAUSE events the special topic events to have program committees. And they each have their own comprised of volunteers that are drawn from the member institution. And I have served on a few of those and I would just say that typically, program committees are pulled from members who have volunteered and are involved in other things and it is very helpful to know the landscape and scope of the edger cause environment for those that serve on the program committee. Another is the ambassador program. The ambassador program is fairly new, and it supports the primary edger cause representative in helping your organization to get the most out of your membership. We all pay for our membership and, we may not all use it to the extent that we should insult this ambassador program is a great way to get more people involved in EDUCAUSE and learn more about the resources available to you in your institution. There is also a tool kit available to help as well. So there is more information on the program on the website. On the left, there are also presentations and speaking opportunities. As you know the call for proposals vary depending on each event. And it could be, you could be proposing for a poster session as well as a panel or types of presentations. So, there is also on the website, a presenter concierge that has resources which are helpful if you want to submit a presentation, they create a successful presentation. One of the key things that he mentioned, and I have done this as well is a proposal reviewer. A proposal reviewer is a group of individuals that assist in the review of presentation proposals related to

their field. So what typically happens is one of the program committees will have a group of members and they will each be responsible for reviewing and overseeing a particular area or track of that conference or event. And they will have additional individuals which will help review, read and review many numbers of proposals which are submitted and help that those and score those based on current technologies based on the history of the person that they know and based on the topic of how it fits into the conference agenda and those kinds of things. So the reviewer is a very good way to get plugged in and I think that he mentioned multiple years I served on one as well and it is really a good place to start. So I encourage you to check into that as well if you are not currently involved in other activities. Also, you will notice in the circle on the left articles or blog post, these are some of the things that Tracye and that Mack had it done and as you get more involved you may ask or have an opportunity to write an article or a blog post, those things are also out there for our membership to do in support for EDUCAUSE. On the right that there is a mentoring program. For mentoring opportunities, and that is helping into issues and sharing of expertise and value skills and perspectives. You could be a mentor to multiples and so, once again there's more information on the website in the boat is something that you are still interested in whether you want to be mentors or want to be a mentor for someone else. EDUCAUSE working groups, working groups are a way to work closely with peers from a variety of institutions to address the challenges and help higher education community to prepare for anything in the future. Participation in a working group is open to all members and that they may be small so that the space may be limited. But, the call for the participation is typically announced on the website throughout the community groups or also in the newsletter which is sent out by EDUCAUSE. So that is another way of being involved, particularly in the specific technology topics. Also what is the task forces. Those are convened to discuss key issues in assist with strategies for EDUCAUSE. My experience is that most likely these are topics which come out of the board and the EDUCAUSE stock for additional discussion and may be ways of new things that come up or that they need to meet those needs. One of those was the de I task force he mentioned he served on that and also the digital transformation task force which was formed a while back. Another opportunity for the involvement in EDUCAUSE are the programs which are not shown on the slide but you volunteer to participate unless you are chosen to be a faculty member. But I did want to bring those up because edger cause programs-EDUCAUSE programs are way for leadership and development in the programs are excellent and on the website if you have not participated in any of those were sent to yourself or step, I highly recommend that you look at those. It is a great way to build your leadership in the development and also a great way to build your staff as well. If any of these volunteer opportunities are something you would be interested in and are currently not involved in, send us an e-mail and there will be ways to get plugged in, there is tons of information on the website for each of these, so if you are currently not involved in any of these and do have an interest, I would suggest that you get out on the website and also send a volunteer e-mail to EDUCAUSE. So with that, I will turn it back over to Tracye. The next steps in your development.

>> Thank you. So, as a reminder, do not be daunted, start regular and remember, it is a journey,

not a destination and, do, if you are interested in this pathway, which if you are in on this call you probably are, go ahead and get engaged if not only an act if it is out of this billboard nomination process that is a good way to get.

>> On where you are and where you can go. Where you are on each of those six major areas and where you might need to address some gaps. A look at where you could engage further and build your network. There are many ways to do it ranging from publishing to sitting next to someone new at the lunch table at the annual conference. There are many ways to broaden your base and increase your visibility. The first step of course is to take stock of where you are on each of those six factors. These are the members of the nominations and leadership development committee. We have tried to make the committee increasingly diverse. This is an ongoing effort and we could certainly improve in this area but we are working to expand the scope of the committee. We hope the.

>> And questions which we have today are really helpful for us to think about how we could be more effective going forward so thank you for your engagement there and I know that all of the members of the committee appreciate people coming to this event and hopefully putting themselves forward for the service. So, with that, I think we may need a few more minutes to have comments in the chat. But, I think that overall, that closes our session and I very much appreciate everyone's time and attention today.

>> I know that Tina had a couple of questions for us.

>> Yes.

>> I tried to, really great question and, I am going to be as very honest and candid as I can be. But I really, somebody that is strongly focused on EEI and always have been, I can really say comfortably that, you know, John as our CEO and all my colleagues around me, in the committee are strongly focused on that and we are looking at a wide variety of diversity. And, then that is the conversation first and then we look at how do we fill those few limited seats. It is challenging but it is always first and foremost in our minds of the entire process.

>> And there is the standardization process in the scoring which we have. A rubric which we follow to take away any kind of natural biases that we might have. So there is a standard way that each of the committee members uses as we score for each of the nominations. So that really helps as well.

>> All right. And the question about unbiased, and this is something that is a great suggestion. We have not done thought to it in the past, but this is something that we can and should do it and become more conscious of things like this.

>> She has asked about a place in the application process where folks could and why. And that

would be a self-nomination which is great. So, we can take that information and get back in touch with you as well.

>> The content that goes into the application, you could put that caveat right up front in any of the sections and will certainly note that and use that as an input for following up with you. The timeline slide one more time. Okay, someone has beat me to it, yes. Here it is. Is there a particular question about this timeline #I think is that nominations are open up now through the 20th. I know there was something about the timing of this. You have to first think about your schedule much as they have mentioned, it is an active board. And one thing I can say. What I am impressed by the board changes each and every year, they're going up and coming on, they are fully engaged. They have done their homework. So like John mentioned I am proud to be part of it because I know that is what my colleagues do and I am more motivated to make sure I am doing my part. So if you're remotely considering it, give it a shot. Just as John has mentioned, you never know you put your name in and you may come all the way through and get elected to be prepared for that.

>> And contact me or any of us we are all on the nominations committee so you're welcome to contact us and we will get you started on the process.

>> Absolutely.

>> I dropped my e-mail in the chat for those who were interested.

>> And I will do the same.

>> I will as well.

>> All right. So I think with that we will sign off and thank you to everyone for their participation and have a great day, everyone.

>> Goodbye, everyone.

End of Webinar