HBCUs: Executive Leadership Forum

February 16-17, 2017 | Charlotte, NC

SPONSORED BY Pearson Education, Diverse Issues in Higher Education, and host school Kentucky State University
Dear Attendees,

Kentucky State University (KSU) is proud to be a co-sponsor of the HBCUs: 2017 Executive Leadership Forum. It is my honor and privilege to participate as a speaker at this conference, and I want to extend greetings from our faculty, staff, students, and Board of Regents.

This forum unites all of us as a network of academicians, executives, researchers, and industry leaders. It is a network of mentorship, creativity, and accomplishments, and Kentucky State University is thrilled to be a part of it.

KSU is re-engineering our educational model to be cutting edge far into the 21st century. We are 130 years strong and now on a path of success that will lead us to another 130 years and more! As a historically black, liberal arts, and comprehensive 1890’s land-grant university, KSU has maintained a commitment to service, research, and teaching. Our undergraduates and graduates are skilled, critical thinkers who will be well-equipped to become global citizens. Some of our noteworthy accomplishments include increased enrollment and retention, a balanced budget and stronger bonds with our P-12 family and other local civic organizations.
We are proud that we have been able to build a partnership with Pearson, utilizing their digital direct access model. This has enabled KSU to provide a scholarship to students that makes all of their textbooks free. Our partnership with Pearson has allowed us to take a huge financial burden away from our students so they can focus on their college success. This relationship is assisting KSU in leading the way by providing an increase in student access and affordability while creating a greater opportunity for academic success.

KSU and I are excited to participate in this year’s leadership forum. We hope that you have an enjoyable and fulfilling time during the events and would love to see you visit our beautiful campus if you are in the area.

Sincerely,

Aaron Thompson, Ph.D.
Kentucky State University Interim President
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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>11:45 AM</td>
<td>Lunch &amp; Registration</td>
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<tr>
<td>1:15–1:30 PM</td>
<td>Welcome Address</td>
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<tr>
<td></td>
<td>Aaron Thompson, President, Kentucky State University</td>
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<tr>
<td>1:30–2:30 PM</td>
<td>Keynote Address: Graduates of Historically Black Colleges Have Well-Being Edge</td>
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<td>Brandon Busteed, Executive Director, Education &amp; Workforce Development, Gallup</td>
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<td>2:30–3:15 PM</td>
<td>Publish or Perish: HBCU Presidencies in the Age of Digital Media</td>
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<td>Brian Johnson, President, Tuskegee University</td>
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<td>3:15–3:30 PM</td>
<td>Break</td>
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<td>3:30–4:15 PM</td>
<td>KSU Free eTextbook Initiative = Affordability and Achievement</td>
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<td>Aaron Thompson, President, Kentucky State University</td>
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<td>4:15–5:00 PM</td>
<td>Panel: Transitioning to Digital: Affordability Models for HBCU Students</td>
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<td>Moderator: Jon Poole, VP, Strategic Partnerships, Pearson</td>
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<td>John Shewmaker, Regional Manager, Follett</td>
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<td>Rasheité Calhoun, Field Marketing Manager, Channel Partnerships, Pearson</td>
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<td>Carrie Barnett, Sales Engineer, VitalSource</td>
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<td>6:30 PM</td>
<td>Dinner at Fahrenheit Restaurant</td>
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<td>222 South Caldwell Street</td>
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<td>Transportation to the dinner event will be provided, departing the hotel at 6:15 PM.</td>
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FRIDAY, FEBRUARY 17, 2017

7:30 AM  Breakfast

8:30–9:15 AM  Preparing Students for Successful Careers: The Science of Maximizing Personal Brand

Ron Nash, LinkedIn Thought Leader and Forbes Coach

9:15–9:45 AM  Supporting Military Veterans for Success

Sabrina Thorpe, U.S. Department of Veteran Affairs

9:45–10:00 AM  Break

10:00–10:45 AM  Panel: Strategies for Student Success and Retention

Moderator: Aaron Thompson, President, Kentucky State University

James Anderson, Chancellor, Fayetteville State University

Brenda Allen, Provost and Vice Chancellor for Academic Affairs, Winston-Salem State University

William E. Hudson Jr., Vice President, Florida A&M University

10:45–11:15 AM  Panel: How the New Administration Will Affect HBCU Success

Moderator: Bill Cox, President and CEO, Diverse: Issues in Higher Education

Chuck Melley, VP U.S. Government Relations, Pearson

Johnny C. Taylor Jr., President and CEO, Thurgood Marshall College Fund

Felecia E. Commodore, Assistant Professor in Educational Foundations and Leadership, Old Dominion University

Michael Lomax, President and CEO, United Negro College Fund

11:45 AM–12:15 PM  The Future for HBCUs: Where Do We Go From Here?

James Anderson, Chancellor, Fayetteville State University

12:15–12:30 PM  Closing Remarks

Tom Malek, SVP, Head of Partnerships, Pearson

12:30 PM  Lunch & Departures
KEYNOTE

Brandon Busteed

Executive Director,
Education & Workforce Development, Gallup

As leader in developing Gallup’s education work, Brandon Busteed integrates Gallup’s research and science on selection, strengths, engagement, and well-being to improve student success, teacher effectiveness, and educational outcomes. His mission is to create a national movement to measure educational outcomes that matter most, connect education to jobs and job creation, and shift the paradigm from knowledge mastery to emotional engagement in education. Busteed has served as an educational entrepreneur and university trustee. As a social entrepreneur, he founded Outside the Classroom, a company that pioneered adaptive online education in alcohol abuse prevention; as well as another company and one nonprofit organization. A nationally known speaker and author on education policy and public health, he has written frequently for The Chronicle of Higher Education, Trusteeship Magazine, The Huffington Post, and other publications. His work has been featured in The New York Times, The Wall Street Journal, The Washington Post, and USA Today; and on NPR and the TODAY show. A trustee emeritus at Duke, he has served on the Board of Visitors of its Sanford School of Public Policy.
Brenda Allen  
*Provost and Vice Chancellor for Academic Affairs, Winston-Salem State University*

Dr. Brenda A. Allen has been Provost and Vice Chancellor for Academic Affairs at Winston-Salem State University since 2008. In these roles, she provides executive leadership for the institution as it pursues its academic mission. She is responsible to the Chancellor for effectively coordinating and implementing the University's academic programs, and exercises leadership in promoting quality instruction, research, and university and public service. Dr. Allen develops and administers the University's academic policies and regulations, and has lead responsibility for developing its annual budget and long-term financial plans. She is also a tenured Professor of Psychology at WSSU's Department of Behavioral Sciences and Social Work. Before joining WSSU, Dr. Allen was Associate Provost and Director of Institutional Diversity at Brown University. She holds a bachelor’s degree in Psychology from Lincoln University; as well as a master’s degree in Experimental Psychology and a doctorate in Developmental Psychology, both from Howard University.

James A. Anderson  
*Chancellor, Fayetteville State University*

Dr. James A. Anderson is Chancellor and Professor of Psychology at Fayetteville State University, North Carolina’s second-oldest public institution. Immediately prior to assuming his duties as Chancellor on June 9, 2008, Dr. Anderson served as the University at Albany’s (New York) Vice President for Student Success, Vice Provost for Institutional Assessment and Diversity, and Professor of Psychology. In 1992, he began an 11-year tenure as Vice Provost for Undergraduate Affairs at North Carolina State University. In 2003, he was recruited to Texas A&M University, a major land-grant institution serving more than 46,000 students, as Vice President and Associate Provost for Institutional Assessment and Diversity. Dr. Anderson has consulted with over 350 colleges and universities on topics such as teaching effectiveness, retention and persistence, and the assessment of
student learning and diversity. Raised in Washington, DC, Anderson majored in psychology at Villanova University. He later earned a PhD in cognitive psychology from Cornell University; upon completion, he accepted his first academic appointment in the Department of Psychology at Xavier University in New Orleans.

**Carrie Barnett**  
*Sales Engineer, VitalSource*

Carrie Barnett has more than 15 years of experience in higher education, most recently in the ed tech space as Sales Engineer with VitalSource Technologies, a leader in providing affordable, accessible content to learners. In the past year, the VitalSource Bookshelf Platform has accepted more than 4 million unique users, delivered more than 18 million titles, and served more than 2 billion page views.

**Rasheité Calhoun**  
*Field Marketing Manager, Channel Partnerships, Pearson*

Rasheité Calhoun works closely with Pearson’s leaders to discover and design innovative ways to deliver digital course materials for two-year and four-year students and institutions. Key to her role is understanding the market’s needs and challenges, and building this insight into Pearson’s new solutions. As a Learning Solutions Consultant, she partnered with institutions including IPFW and Indiana Wesleyan on digital delivery models, helping them open the doors for student success. Her diverse higher ed, editorial, web marketing, and SEO experiences give her a unique vantage point on higher education problem solving, and contribute to her proven track record of driving results. She holds a Bachelor’s degree in technical writing and a Master of Arts in English, which both contribute to her fresh, creative approach to strategy and solutions. Rasheité is convinced that we are on the cusp of something new and great: education is in the midst of a paradigm shift that will transform learning into something we’ve never seen or experienced. She is excited to play a role in this pivotal moment where digital technology, education, and imagination come together.
Felecia E. Commodore  
*Assistant Professor in Educational Foundations and Leadership, Old Dominion University*

Felecia Commodore is Assistant Professor of Higher Education in the Educational Foundations and Leadership at Old Dominion University in Norfolk, VA. There, her research focuses on leadership, governance, and administrative practices, with a focus on Historically Black Colleges and Universities (HBCUs) and Minority-Serving Institutions. Her research interests also encompass the ways leadership is exercised, constructed, and viewed in various communities, and the relationship of Black women and leadership.

Bill Cox  
*President and CEO, Diverse: Issues in Higher Education*

Dr. William E. Cox is President, CEO, and co-founder of Cox, Matthews & Associates, Inc., a Fairfax, VA firm specializing in print and online publishing, e-commerce, research, training and consulting. He is also President and CEO of Diverse: Issues In Higher Education, formerly Black Issues In Higher Education, an award-winning national news magazine that has served higher education since 1984. His education credentials include a doctorate in higher education administration from The George Washington University, and a master’s degree from Ball State University. He earned his undergraduate degree from Alabama A&M University. Dr. Cox has also performed both graduate and postgraduate work at The College of William and Mary, Harvard University, and University of Nevada-Las Vegas.

William E. Hudson Jr.  
*Vice President of Student Affairs, Florida A&M University*

As Vice President of Student Affairs at Florida A&M University, Dr. Hudson’s responsibilities include developing and implementing strategies to increase student recruitment, retention, progression, and graduation. He has extensive experience counseling students with academic, personal, and career issues; and as adjunct professor, spends much of his time educating students on disability, case
management, empowerment, and vocational training. A specialist in recruiting and retaining minority students, Dr. Hudson also consults with other colleges and universities. He previously served as Associate Director of Florida State University’s Center for Academic Retention and Enhancement (C.A.R.E.), an academic support unit focused on outreach and support to undergraduate students who may be disadvantaged due to economic, educational, or cultural circumstances. There, his responsibilities included recruitment, pre-collegiate and collegiate academic support, counseling, course instruction, mentoring, admissions, and retention initiatives. A native Floridian, he received his B.S. degree in Psychology and a Masters Degree in Counseling Education from Florida A&M University; as well as a Specialist Degree in Counseling and Human Services and a PhD in Rehabilitation Counseling from Florida State University.

**Brian Johnson**

*President, Tuskegee University*

Appointed seventh President of Tuskegee University on April 28, 2014, Dr. Brian L. Johnson holds a PhD in 17th-19th Century American literature from The University of South Carolina at Columbia, an MA in English from The University of Wisconsin-Madison, and a BA in English from Johnson C. Smith University. Since assuming the Presidency, Dr. Johnson has implemented new online degree programs; enhanced infrastructure and technology (including a new analytics platform); established new outcomes, accreditation, budget, planning, and student co-curricular modules; and put the “A” in “STEAM” with a new Music and Visual Arts Program and Lyceum Speakers Series. His student engagement innovations include: a common-reading first year experience; President’s Men and Women Leaders Program; a university-wide honors program, and the President’s Scholars cohort experience. He has recruited world-renowned commencement speakers including First Lady of the United States of America Michelle Obama, Phylicia Rashad, and Tyler Perry. He has also re-invigorated fundraising with six-figure gifts from capable alumni, first-ever online appeals for campus improvements,
and renewed foundation relations and grants from organizations such as the Thurgood Marshall Foundation, Andrew W. Mellon Foundation, Lilly Endowment, Arthur Vining Davis Foundation, Robert Wood Johnson Foundation, and the Lumina Foundation. Ebony Magazine recently named him one of five HBCU presidents it calls “Leaders of the New School.”

**Michael L. Lomax**  
*President and CEO, United Negro College Fund*

Since 2004, Dr. Michael L. Lomax has been President and CEO of UNCF, the nation’s largest private provider of scholarships and educational support to African Americans. Under his leadership, UNCF has raised more than $2.5 billion, helping more than 92,000 students earn college degrees and launch their careers. Annually, UNCF’s work enables 60,000 students to attend its 37 member HBCUs with UNCF scholarships. Before joining UNCF, Lomax was president of UNCF member institution Dillard University, and a literature professor at Spelman College and at his alma mater, Morehouse College. He serves on the boards of Teach For America, the KIPP Foundation, the Studio Museum of Harlem, and the recently-opened Smithsonian Institution’s Museum of African American History and Culture. Dr. Lomax also founded the National Black Arts Festival.

**Tom Malek**  
*Senior Vice President, Head of Partnerships, Pearson*

Tom Malek, SVP, Head of Partnerships, has been in the educational publishing business for over 23 years, 20 of which have been at Pearson. For the last five years, he has been working nearly exclusively on scalable distribution models for institutions. He has also held positions in sales and sales management, sales force automation, digital publishing and custom publishing.
Chuck Melley  
*Vice President, U.S. Government Relations, Pearson*

Leading a team of legislative and communications professionals, consultants, and lobbyists, Melley oversees government relations for Pearson North America. Melley’s team also manages corporate and industry strategic alliances. Before joining Pearson, Melley was Executive Director of Government and External Relations, overseeing international, federal and state-level government and media relations for ETS. Previously, he was a presidential appointee at the United States Department of Commerce, serving in the Senior Executive Service as Deputy Director of Public Affairs in the Office of the Secretary of Commerce. In this role, he was department spokesman responsible for communications strategy; participated in trade and policy missions to Africa, Asia, Latin America and the Middle East; and served on White House task groups and commissions. He also served as Chief of Legislative and Intergovernmental Affairs at the Commerce Department’s Minority Business Development Agency.

Ron Nash  
*LinkedIn Thought Leader and Forbes Coach*

Ron Nash is the world’s first Interactive Career Coach and Mentor. Through his innovative combination of social technology, career coaching and mentoring, Coach Ron is redefining how 21st century students and professionals climb the career ladder. His two decades as an HR business partner and headhunter informs his work today, helping new graduates and established professionals build their brands and career networks on LinkedIn. Ron has taught his personal branding and networking methodologies at conferences including Social Media Examiner; for world-class educational organizations including the University of California at Los Angeles, USC, Pearson Education, Cengage Learning, and Pearson College UK; and for many corporate clients. His entertaining and educational keynote, “How to LinkedIn: The Science of Maximizing Your Personal Brand” has become a worldwide favorite.
Jon Poole  
*Vice President, Strategic Partnerships, Pearson*

Jon Poole has been with Pearson for two years in his current role as Vice President of Strategic Partnerships. Prior to Pearson, Jon has worked in leadership roles in the Higher Education technology space for over 15 years. Jon is from Raleigh, North Carolina and is a graduate of UNC-Chapel Hill.

John Shewmaker  
*Regional Manager, Follett*

John Shewmaker, currently a Regional Manager for Sales and Operations with Follett Corporation, was previously a Course Materials specialist. He has partnered with over 200 colleges and universities for 17 years.

Johnny C. Taylor, Jr.  
*President & CEO, Thurgood Marshall College Fund*

Named to Ebony Magazine’s “Power 100” list of the 100 most influential African Americans, Johnny C. Taylor, Jr. leads the Thurgood Marshall College Fund (TMCF), the only national organization representing nearly 300,000 students attending this country’s 47 publicly-supported Historically Black Colleges and Universities (HBCUs). Before assuming TMCF’s presidency in 2010, Mr. Taylor worked as a senior executive for IAC/InterActiveCorp: first as Senior Vice President of Human Resources and then as President & CEO of one of IAC’s operating subsidiaries. Previously, his career spanned nearly 15 years as Litigation Partner and President of the human resources consulting business for the McGuireWoods law firm; Executive Vice President, General Counsel & Corporate Secretary for Compass Group USA; General Counsel & Senior Vice President of Human Resources for Viacom’s Paramount Pictures Live Entertainment Group; and Associate General Counsel & Vice President of Human Resources for Blockbuster Entertainment Group. An Isaac Bashevis Singer Scholar and honors graduate of the University of Miami, Mr. Taylor earn a Master of Arts With Honors
from Drake University and a Doctor of Jurisprudence With Honors from the Drake Law School. He served as Research Editor of the Drake Law Review, argued on Drake’s National Moot Court Team, and is licensed to practice law in Florida, Illinois, and Washington, DC. A board member at Gallup, he volunteers his time on several not-for-profit boards. He is Former Chairman of the Society for Human Resource Management (SHRM); a member of the National Board of Directors of the YMCA; and a member of the Board of Trustees of The Cooper Union, one of the nation’s oldest institutions of higher learning. He is also a proud member of Kappa Alpha Psi Fraternity, Inc.

Aaron Thompson
*Interim President, Kentucky State University*

Currently serving as interim president at Kentucky State University, Dr. Thompson is on leave from his role as Executive Vice President at the Kentucky Council on Postsecondary Education. Thompson is a nationally recognized leader in education attainment and academic success. He has given more than 800 workshops, seminars, and invited lectures to educational institutions (elementary, secondary, and postsecondary), corporations, non-profit organizations, police departments, and other governmental agencies. He is co-author of Black Men and Divorce, as well as the textbooks Thriving in College and Beyond: Research-Based Strategies for Academic Success and Personal Development; Thriving in the Community College and Beyond: Strategies for Academic Success, and Personal Development, Focus on Success, and Diversity and the College Experience. Dr. Thompson’s research has been cited in popular newspapers and magazines such as Cosmopolitan, The Baltimore Sun, The Orlando Sentinel, and The Tampa Tribune.

Sabrina Thorpe
*US Department of Veteran Affairs*

A U.S. Army veteran, Sabrina Y. Thorpe’s military career as an Ordnance Officer included duties as a staff officer, Inspector General, and Company Commander. Her positions of responsibility have also
included employment as Veterans Employment Representative at the Georgia Department of Labor. She is now employed with the Veterans Health Administration (VHA), U.S. Department of Veterans Affairs as a Patient Representative with collaborative duties as Minority Veterans Coordinator and Special Emphasis Program Manager for African-American Employment. She holds degrees in Economics from Fort Valley State University and Human Resources from Central Michigan University; and is now a doctoral student in Organizational Management at the University of Phoenix.