



New Deans Institute
The Westin Savannah
Harbor Golf Resort & Spa
Savannah, GA
October 15, 2017

AGENDA

- 8:00 – 9:00 a.m. **Breakfast Buffet** (*Riverscape B*)
- 9:00 – 9:15 a.m. **Welcome, Introductions, and Today’s Goals** (*Grand Ballroom F*)
- 9:15 – 10:00 a.m. **Budget and Finance** – Marcy Driscoll and Bob McPherson
- 10:00 – 10:15 a.m. **Coffee Break**
- 10:15 – 11:00 a.m. **Development and Board of Advocates** – Gregg Garn and Sissi Carroll
- 11:00 a.m. – Noon **Advocacy and Government Relations** –
Wanda Blanchett and Deborah Koolbeck
- Noon – 1:00 p.m. **Lunch** (*Riverscape B*)
- 1:00 – 1:45 p.m. **Communications: Strategy, the Media, Issues, and Challenges** –
Rick Ginsberg and Kathryn Chval
- 1:45 – 2:30 p.m. **Marketing and Branding** – Renee Middleton and Mary John O’Hair
- 2:30 – 2:45 p.m. **Break**
- 2:45 – 3:45 p.m. **Round Table Discussions Led by 2nd Year Deans**
Jon Pedersen, University of South Carolina
Andrew Daire, Virginia Commonwealth University
Gladis Kersaint, University of Connecticut
Stanton Wortham, Boston College
- 3:45 – 4:00 p.m. **Wrap Up and Concluding Thoughts**
- 6:00 – 7:00 p.m. **Reception with New Deans, CADREI Executive Board, and NDI Presenters**
(*Harbor Lawn*)
- 7:00 – 9:00 p.m. **Dinner with New Deans, CADREI Executive Board, and NDI Presenters**
(*Harbor Ballroom B*)